





EXPERIENTIAL LUXURY: THE MONACO SIGNATURE PROGRAM

DISCOVER THE EXPERIENTIAL LUXURY BUSINESS THROUGH THE MONACO APPROACH

-  Tbc
-  In-Person
-  IUM in Monaco
-  English Language

The IUM's Flagship Custom Program - 'Experiential Luxury: The Monaco Signature' – is a unique 4.5-day curated program using the city-state of Monaco, which delivers to Executives, a World-class content on experiential luxury by providing deep and personalized Insights into your own business and operational models, analyzing changing consumer behaviors, and immersion into new digital trends, exploring sustainable opportunities and challenges, within the growing complexity of the global economy.

PROGRAM OVERVIEW

Using Monaco as the pre-eminent example of success in luxury destination, branding and services, participants have the opportunity to live a unique experience, combining theoretical sessions with real-life case studies, immersing themselves in the Principality with extraordinary experiential visits and personalized consultancy. Participants will gain valuable insights into the trends that matter in the luxury industries, while enjoying the exclusive visits to numerous luxury establishments in Monaco. Through this Program, participants will be under the guidance of industry experts who will help them unearth fresh perspectives, question their preconceptions, and nurture their innovative thinking in an exceptional environment.

WHO WILL BENEFIT

Executives who are seeking to understand how to successfully develop their luxury / tourism / hospitality brand on an International level, reaching high-end heights, and understanding today's Customer needs.

THIS PROGRAM WILL HELP YOU TO

- 1- Understand the concept of successful destination branding and marketing as exemplified by the Principality's longstanding, integrated and ever-evolving business model
- 2- Enhance your ability to lead and apply sustainable luxury concepts across your organization
- 3- Understand the Design Thinking approach and how to apply it to your company
- 4- Capture and leverage the pain and gain points along the Ultra High Net Worth Individual's customer journey so as to improve decision-making and implementation
- 5- Re-define your Business Model based on these findings, and obtain detailed, tailor-made recommendations for your own company with the help of the faculty
- 6- Create lifelong professional relationships

“ This program not only broadened your strategic perspective on the intricacies of the luxury industry but also equip you with invaluable insights into creating immersive and unparalleled experiences for discerning clientele. ”



Marika Taishoff,
Program Director

PROGRAM OUTLINE

DAY 1

THE LUXURY SERVICE ECOSYSTEM

Decode the **Luxury Service Ecosystem** explained through the successful Monaco Business Model

Case Study: The SBM Monte Carlo – Creation of the most luxurious resort in the World

Visit: Hôtel de Paris

Networking Drinks

DAY 2

SUSTAINABILITY IN A DIGITAL WORLD

Anticipate the next decade of change through **Sustainable luxury**

Visit:

Oceanographic Museum of Monaco
'A committed Museum to protect the Ocean'

Reimagining Luxury:
Building a **sustainable future** for your brand

DAY 3

RETHINK THROUGH DESIGN THINKING

Solve Problems with the **Design Thinking Approach** and learn how to integrate DS into your organization's process to generate innovative solutions

Role of Design Thinking in crafting end-to-end customer experiences

DAY 4

MAPPING THE CUSTOMER JOURNEY

Track the **Customer Journey diagnosis** to envision where you aim to be in the realm of luxury experience

Visit: The Monaco Yacht Club

Case Study: The Customer Journey in the Yacht and Cruise Industries

Dinner in Monaco

DAY 5

DESIGN YOUR OPERATING MODEL

Strategize the **roadmap** to actualize your vision, with actionable steps

Insights & Wrap Up

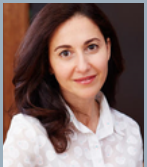
PROGRAM TEAM



Dr. Marika Taishoff has been Director of the MBA Program at IUM for several years now, where she also teaches Global Strategy, Marketing Strategy and Luxury Services Management & Marketing. Marika has also designed and delivered Executive Education courses, seminars and workshops at IUM and elsewhere, as well as hosting executive round-table discussions on a variety of topics in the field of luxury, most recently at the Monaco Symposium on Luxury in 2023. Among her several articles in the field of luxury is “Building and Sustaining Luxury Service Ecosystems”, published in the Journal of Business Research in 2022. Prior to joining IUM in 2009, she had worked at IMD (International Institute for Management Development) in Lausanne, Switzerland; Imperial College Business School in London; and SDA Bocconi in Milan. She is also a prolific and international award winning case author, including a case series on Monte-Carlo Societe des Bains de Mer. Originally from New York and a Monaco resident for 14 years, Marika completed her undergraduate degree at Barnard College, and two Masters degrees at Columbia University. She holds a Doctorate from l’Institut Universitaire de Hautes Etudes Internationales at the Universite de Geneve.



Prof. Dr. Phil Klaus - IUM Professor of Customer Experience Strategy and Management. Prof. Dr. Phil Klaus is widely considered one of the leading global Customer Experience Strategists and the world-leading UHNWI researcher. Prof. Klaus is ranked on the Stanford University Annual World's Top 2% Scientists list in 2019/2020/2021 and 2022. He is the Chairman of the PK Customer Experience Institute, founder of Prof Dr. Phil Klaus & Associates Consulting, Professor of Customer Experience Strategy and Management at the International University of Monaco, and bestselling author of “Measuring Customer Experience”. His award-winning research is published in a wide range of top-tier academic and managerial journals and numerous books. He is an experienced manager, Non-Executive Director, strategic advisor and management consultant with an active, international portfolio of Blue-Chip clients for whom he advises on customer experience strategy, profit enhancement, 'next practice,' and business development.



Diana Verde Nieto is a pioneer in sustainability and a leading voice in sustainable luxury. Diana is the author of ‘Reimagining Luxury’ and Co-Founder of Positive Luxury, a sustainability organisation that helps luxury companies

adapt and transition to a new climate economy.

Diana has 25 years of international business experience founding successful companies at the intersection of luxury, innovation, technology and sustainability. Diana holds a degree in Global Leadership & Public Policy from Harvard Kennedy School, has been trained by Former USA Vice President, Al Gore at the Alliance of Climate Protection and was subsequently honoured by the World Economic Forum as a Young Global Leader. She is an advisor to the United Nations Department of Economic and Social Affairs.



Dr. Maximilian Rapp leads the Trend & Innovation Management Consulting for EY in the Europe West region. With his team he supports companies such as: B. Henkel, Bristol-Myers Squibb or

LBBW in the strategic planning and implementation of trend and innovation management processes, the implementation of co-creation in ecosystems and the integration of open innovation and design thinking methods. With his visiting professorship at William & Mary College of the Public Ivy League in Virginia, USA and his current adjunct professorship at the Skoltech Institute of Science and Technology in Moscow (MIT partner) and at the IUM Monaco, he is an internationally renowned academic driver, especially since he published over 50 publications on the topics of open innovation, co-creation and open government in academic journals.



Axel Hoppenot has held Executive management, sales and marketing roles and/or executive committee positions in major global or international companies such as Procter & Gamble, UTA, Accor, DHL, American Express, Société des Bains de Mer, based in Paris, Los Angeles, London, Frankfurt or Monaco.

He has also contributed to the development of the Tourism community as past President of Skal International Monaco, a leading global association of travel and tourism leaders.

For more than a decade, he has been a foreign trade advisor and member of the Monaco branch of the Conseillers du Commerce Extérieur de la France, thus contributing to the development of stronger economic bonds between France and the Principality of Monaco.



Bertrand Petyt is a Seasoned Luxury Hospitality Operations Executive with extensive experience in Leisure Asset Management, Human Resources Strategies, Strategic Management, Luxury Hospitality Operations, Brand Development

in Cruises, Yachts and Hotels. Bertrand combines 20 years' experience in Hotel Operational management in progressive senior positions (up to General Manager and Chief Operating Officer), in both cruise-vessels and land-based hotels environment, as well as having participated to the launch of several cruise vessels and North-American-based luxury hotels. Global Executive with proven business transformation in Hotels, Cruise and Yachts.

Bertrand is an enabler of excellence, helping organizations to achieve their goals by rejuvenating management and operational processes.

THE IUM DIFFERENCE

The International University of Monaco is a private institution of higher education founded in 1986 in the Principality of Monaco. Its program portfolio includes Bachelor, Master of Science, MBA, DBA degrees, and Executive Programs. It focuses mainly on those areas of expertise closely associated with Monaco: the management of high value-added service activities, especially in the luxury and finance sectors.

This approach has allowed IUM to differentiate itself and achieve continuous growth, with student enrollment figures continuously increasing. Integration within the OMNES Education, the French leader in private higher education, has undoubtedly contributed to this evolution.

Notwithstanding this growth, IUM remains an intimate, human scale business school with a profoundly multicultural outlook.

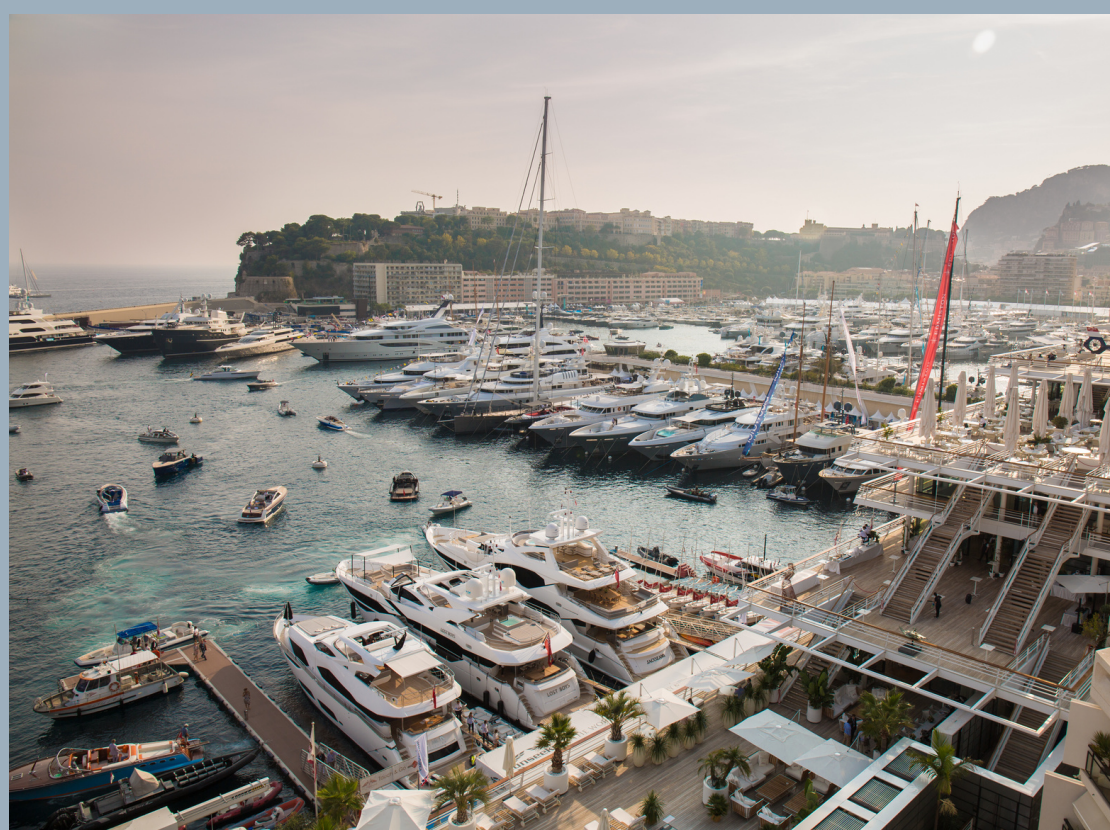
With more than 70 different nationalities in its student body, IUM encourages interactions and exchanges among students from around the world.



WELCOME TO MONACO

Monaco, located between France and Italy, is a unique economic model.

By taking advantage of its international setting, and the image of the Principality of Monaco, IUM provides a learning environment that combines the benefits of a small size country with the connections to global businesses, international diversity, and an entrepreneurial spirit. The Principality of Monaco is a dynamic and multicultural environment where students can learn and experience the finance, sport, and luxury industries at the highest level. The country offers an unparalleled gateway to successful companies that work right on the IUM doorstep.





THE IUM EXPERIENCE

Whether you are an individual seeking to expand your skills and knowledge or an organization seeking to deliver innovative training solutions, the executive education team at IUM is ready to be your partner. We harness the expertise and practical insights of our esteemed faculty, Executive Education Fellows, and trusted practitioners to provide you with the most innovative solutions. This allows us to bring a wide range of corporate experience and outstanding academic credentials, all applied to your real business challenges.

ADMISSIONS

We accept applicants for the programs on an ongoing basis as space permits, and we urge you to submit your application at your earliest convenience. While many programs don't have strict educational prerequisites, the admission process is competitive and centers on your professional accomplishments and your role within your organization.

FOR MORE INFORMATION

Visit our [Website](#)

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