

EXECUTIVE EDUCATION

| le savoir vivant |

Luxury brand experience

SHORT PROGRAMME



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ABOUT

In an increasingly competitive world, **experience has become a strong element of differentiation**, especially in the context of luxury and hospitality. To keep customers satisfied, organizations now need to **deliver service excellence through marketing** to create opportunities for emotional engagement throughout the customer journey.

OBJECTIVES

Assess the delivery of personal experiences and **emotional engagement** within the guest or client journey.

Evaluate recommendations for uniquely **delivering adequate services** as part of a luxury brand experience.

Design an emotionally engaging **multi-sensorial brand experience** in the context of luxury and hospitality.

TARGET AUDIENCE

Managers and professionals in the luxury industry who wish to **develop unique experiences** for their customers.

Management, marketing, communication and brand **professionals moving into the luxury industry** from non-luxury industry.

Individuals who wish to **develop their understanding of the luxury industry** in order to start their own business or satisfy their curiosity.