

WEBINARS

## Webinar on April 24: Experience: How Does it Translate in Luxury?

April 19, 2019



*Ponant offers expeditions comprising unique experiences and twists to offbeat and well-known destinations, including a tour of the Arctic to see polar bears. Image credit: Ponant*

By STAFF REPORTS

[Please click here to register for the free webinar at 12 noon ET \(New York\) to 1 p.m. on Wednesday, April 24, "Experience: How Does it Translate in Luxury?"](#)

"Experience" threatens to outdo all business buzzwords in recent memory. Talk to any luxury marketer or retailer about what afflicts luxury and that word is trotted out: experience.

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Short of putting on a song-and-dance show in a retail store, most brands are at sea when it comes to understanding what experience really means – and how it works – in the luxury context.

Is experience simply a rebranding of excellent customer service – a given in luxury, at least – or is it something more elusive? What can marketers and retailers do in an in-store, online or mobile context that makes the shopping less transactional and more conversational and editorial? How can store associates or hotel staff dazzle customers and prospects without seeming over-the-top?

In this hourlong [webinar](#) on Wednesday, April 24 at noon to 1 p.m. ET (New York time), speakers will discuss:

- In stark terms, what does experience really mean in the luxury context?
- How have luxury customer expectations changed in the shopping and buying process?
- How does experience translate in the luxury context, especially in retail, travel and hospitality, and dining, wines and spirits?
- Key examples of luxury brands and retailers that are getting experience right
- Best-practice tips across luxury sectors for delivering outstanding experiences

Panelists:

Edie Rodriguez, chairman for the Americas and brand ambassador, Groupe Artemis' Ponant Cruise Line

Oliver Lange, corporate executive chef, Zuma Restaurants U.S.

Miles Burton, head of agency and general manager, Quintessentially

Cheryl Dixon, vice president of communications and PR, Coty, and adjunct professor, Columbia University

Moderator:

Mickey Alam Khan, editor in chief, *Luxury Daily*

*Webinar attendees can request a copy of the presentation deck*

This Luxury Roundtable webinar is part of *Luxury Daily's* mission to inform, educate and inspire its valued subscribers. Thank you so much for your willingness to spend a precious hour with us.

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