

# AUSSEN WIRTSCHAFT ZUKUNFTSREISE THE FUTURE OF LUXURY BRANDING

Sonntag, 15.05. – Dienstag, 17.05.2022

## PROGRAMM

Ort: AußenwirtschaftsCenter London | 45 Princes Gate (Exhibition Road) | London SW7 2QA  
Stand: 14.01.2022 | Änderungen vorbehalten

**Dieser Programmentwurf skizziert die inhaltlichen Leitplanken der geplanten Veranstaltung. Die unten angeführten Termine werden angefragt und wir gehen davon aus, dass sie auch stattfinden werden. Sollten einzelne Programmpunkte nicht wie geplant zustande kommen, werden dieselben oder ähnliche Inhalte durch gleichwertige Sprecher abgedeckt.**

### WHY ATTEND?

This will be a highly immersive and interactive seminar where we will explore what sits behind the best luxury brands. The seminar will provide a real feel for the ever-elusive world of luxury and the informal setting will enable attendees to connect both with industry experts and with each other.

The seminar will be broken into three main parts, which will be interweaved.

#### 1. Understanding luxury

A series of presentations from industry experts about the components of a luxury brand and what it takes to win in this space.

#### 2. Experiencing luxury

Ultimately, true understanding of luxury comes from experiencing it first-hand. Attendees will be encouraged to stay at some of the best hotels in London and the seminar will involve a behind-the-scenes

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tour of a few luxury experiences, providing the perfect setting for attendees to absorb the unique vibe of our handpicked brands, with time to share impressions and learnings afterwards.

### 3. Applying luxury thinking

Throughout the seminar, there will be opportunities to apply the learnings from each part of the programme to the attendees' own businesses, in the form of practical exercises aimed at kick-starting change within their organisations.

#### WHY LONDON?

London is home to some of the most sophisticated luxury experiences in the world and is the perfect place to hear from leading figures in the sector and learn from the consultancies that help them build their brands.

#### SUNDAY, 15.05.2022

**19.00 – 21.00**

#### WELCOME SUPPER

Residence of the Austrian Trade Commissioner, Dr. Christian Kesberg

Meet Christian Kesberg, Austrian Trade Commissioner in London, and Manfred Abraham, Yonder Co-CEO and curator of this programme.

#### MONDAY, 16.05.2022

**09.15 – 09.30**

#### INTRODUCTIONS

AußenwirtschaftsCenter London, 45 Princes Gate (Exhibition Road), London SW7 2QA

Personal objectives for the course, run-through of the agenda and housekeeping.

**09.30 – 10.45**

#### LUXURY BRANDING: SETTING THE SCENE

AußenwirtschaftsCenter London

**Manfred Abraham** will give a short talk on luxury brand thinking to 'set the scene' – the theory brought to life with examples from today's market place with discussion.

**INFO:** Manfred has held senior positions at **The Partners** (now part of the **Superunion**), **Wolff Olins** and **Interbrand** – all leaders in the corporate branding sector. He founded the consultancy that has now become **Yonder** because he loves business and the positive impact brand thinking can have on the performance of organisations. Manfred has deep expertise in - and an infectious passion for - luxury, hospitality and retail, with extensive experience working with clients in this space, which feature amongst others Stella McCartney, Jaguar, Rosewood Hotels & Resorts, Kelly Hoppen and The Diamond Trading Company.

**10.45 – 11.00**

#### COFFEE BREAK

**11.00 – 12.45**

#### REVIEW OF PRE-WORK: DISSECTING YOUR HOTEL STAY

AußenwirtschaftsCenter London

Working session facilitated by the Yonder team, supported by a worksheet which will be shared upon arrival in London.

<b>12.45 – 14.00</b>	<b>LUNCH</b> AußenwirtschaftsCenter London
<b>14.00 – 15.00</b>	<b>THE NEW LUXURY CONSUMER</b> AußenwirtschaftsCenter London Speaker TBA.
<b>15.00 – 15.45</b>	<b>EXERCISE</b> AußenwirtschaftsCenter London
<b>15.45 – 16.00</b>	<b>COFFEE BREAK</b>
<b>16.00 – 17.00</b>	<b>THE IMPORTANCE OF TALENT IN LUXURY</b> AußenwirtschaftsCenter London Speaker TBA. Explaining the key role that brand plays in cultivating talent and empowering staff to deliver iconic experiences to their customers.
<b>17.00 – 18.00</b>	<b>FREE TIME</b>
<b>18.00 – 19.00</b>	<b>TRANSFER TO THE ROSEWOOD</b>
<b>19.00 – 21.30</b>	<b>GUIDED TOUR, DRINKS AND DINNER AT THE ROSEWOOD</b> 252 High Holborn, London WC1V 7EN  <b>INFO:</b> The <b>Rosewood London</b> is one of the finest five-star hotels in London. Blending English heritage with contemporary sophistication, the Edwardian Grade II-listed building has been sensitively renovated to create a luxury hotel with the ambiance of a stylish London residence.

## **TUESDAY, 17.05.2022**

<b>09.15 – 10.00</b>	<b>INNOVATING IN THE LUXURY WORLD</b> Yonder Consulting, Northburgh House, 10 Northburgh Street, London EC1V 0AT <b>Dr Tom Wormald</b> on how to innovate product in luxury.  <b>INFO:</b> Tom has worked in insight and innovation roles for over 15 years, in some of the UK's best known insight agencies and also as the founder of a start-up. He has a passion for helping organisations of all shapes and sizes discover and realise new opportunities – the most exciting and largest are often those that are least expected. He has worked in luxury property, hospitality and in the media and telecommunications sector in the UK and globally, was formerly MD at Decidedly, an agency famous for its agile approach to business challenges and its powerful insight into innovation methodology. Decidedly is now part of Yonder, where Tom is Chief Development Officer.
<b>10.00 – 10.30</b>	<b>TRANSFER</b>

<b>10.30 – 11.15</b>	<b>LUXURY IMMERSION VISIT 1: BEHIND THE SCENES OF AN ICONIC LUXURY BRAND</b> Tour with Manfred Abraham  We will visit the headquarters of an iconic brand such as Burberry or Alexander McQueen, getting an insight into how its essence, values and personality drive everything the business does.
<b>11.15 – 12.00</b>	<b>TRANSFER</b>
<b>12.00 – 12.45</b>	<b>LUXURY IMMERSION VISIT 2: BEHIND THE SCENES OF A LUXURY BRAND</b> Tour with Manfred Abraham  We will visit the headquarters of another brand, again getting an insight into how its essence, values and personality drive everything the business does.
<b>12.45 – 13.15</b>	<b>TRANSFER</b>
<b>13.15 – 14.15</b>	<b>LUNCH</b> Yonder Consulting, Northburgh House, 10 Northburgh Street, London EC1V 0AT
<b>14.15 – 15.00</b>	<b>WORKING SESSION: PART 1</b> Yonder Consulting, Northburgh House, 10 Northburgh Street, London EC1V 0AT  The Yonder team will work with the attendees to apply the learnings from the previous two days to their own businesses.
<b>15.00 – 15.15</b>	<b>COFFEE BREAK</b>
<b>15.15 – 16.15</b>	<b>WORKING SESSION: PART 2</b> Yonder Consulting, Northburgh House, 10 Northburgh Street, London EC1V 0AT  The Yonder team will work with the attendees to apply the learnings from the previous two days to their own businesses.
<b>16.15 – 16.30</b>	<b>WRAP-UP</b>  <b>Manfred Abraham</b> and <b>Christian Kesberg</b> will chair a final discussion reviewing the outcome of the event and evaluation of the sessions.