



In Partnership with



2ND ANNUAL UHNWI INSIGHT SUMMIT **‘THE 21ST CENTURY UBER LUXURY CLIENT’ INSIGHTS FROM PRACTICE AND RESEARCH**

Monday 27th of June 2022

09h00 I Opening

Welcome Speech:

Dr. Jean-Philippe MULLER, General Director of International University of Monaco

Presentation of 2022 actions of the Cluster Yachting Monaco

Edouard Mousny, Vice-President, Cluster Yachting Monaco

09h20 I Today's topic introduction :

Charlotte Hogarth-Jones, features director & interiors editor, BOAT International

09h30 I What matters most to the UHNWI – why traditional marketing won't work anymore.

Prof. Dr. Phil Klaus, Dr. Annalisa Tarquini-Poli, International University of Monaco

10h15 I Coffee Break

10h30 I How to engage wealthy clients: two case studies

Chiara Mascarucci, Co-founder of Blind Experiences

Tom Marchant, Owner and Co-Founder of Black Tomato

11h15 I Challenges and Opportunities for managing the UHNWI Customer Experience, Insights from the frontline :

Moderated by Charlotte Hogarth-Jones

Alexander Staartjes, Head of Prestige Ecosystem, Pernod Ricard

Raphael Sauleau, CEO, Fraser Yachts

Elisa Puleo, Area Director of Food & Beverage for Southern Europe, Belmond

12h00 I Conclusions : Road map 2023

Mark challenge, Monaco Capital of Advanced Yachting

Edouard Mousny, Vice-President, Cluster Yachting Monaco

Claudia Batthyany, 'Monaco' Capital of Advanced Yachting

Dr. Annalisa Tarquini-Poli, International University of Monaco

12h30 I Lunch

Information & contact: info@clusteryachtingmonaco.com

