

EVENT MARKETING & BRANDING

Boutique, Luxury & High-Net-Worth Experiential Branding

A two-day programme in luxury experiential branding, with eight modules and workplace application.



DURATION 2 days

DELIVERY Public or in-house

Why this programme

Focuses on ultra-exclusive luxury event design, high-net-worth individual (HNWI) engagement, hyper-discreet security, bespoke white-glove service, and understated brand prestige.

What participants will learn

- 01** Craft deeply memorable, hyper-exclusive experiences tailored for ultra-HNW clients.
- 02** Maintain total discretion and multi-layered security while delivering white-glove hospitality.
- 03** Translate luxury heritage brand storytelling into subtle, ultra-premium physical setups.

Who should attend

Event planners and managers, marketing and brand teams, communication professionals, venue operators and experience designers.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

Detailed programme

Day 1 | Foundations and core skills

01 The Psychology of Modern Luxury & Exclusivity 2030

- Evolving expectations of affluent consumers: from tangible luxury to rare, inaccessible experiences.

02 Bespoke Venue Selection & Secret Experience Spaces

- Curating off-market historical estates, private islands, and custom architected pop-up environments.

03 White-Glove Hospitality & Hyper-Personalized Concierge

- Designing seamless, zero-friction attendee journeys tailored to individual client preferences.

04 Discreet Security Protocols & Confidentiality Management

- Balancing robust protection and privacy with non-intrusive, elegant guest interactions.

Detailed programme

Day 2 | Application and action planning

05 Culinary Excellence, Fine Dining & Rare Sensory Curation

- Collaborating with Michelin chefs, rare sommelier pairings, and bespoke gastronomic art.

06 Multi-Sensory Luxury Decor & Spatial Craftsmanship

- Utilizing artisanal materials, custom scents, and haute couture lighting design.

07 High-Touch Client Relationship Management (CRM)

- Nurturing post-event relationships with personal hand-delivered tokens and private invitations.

08 Ultra-Luxury Event Blueprint

- Designing an exclusive, invitation-only brand activation for elite HNW stakeholders.

How you will learn

Trainer-led explanation and discussion connect the module topics to workplace application.

TRAINER PROFILE

Annette Yeo

An entrepreneur, event professional and corporate trainer with more than 20 years of experience. Her work spans event management, branding, marketing and customer engagement across Malaysia, Singapore and Southeast Asia.

Trainer availability is confirmed for each programme.

Confirm HRD Corp (HRDF) eligibility and claim arrangements with ISDS before booking. Where applicable, claims are arranged through Orange Revolution.

Plan your training with ISDS

Discuss fees, delivery options and a programme suited to your team.

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