



ALEXIS DAY AGENCY

PRESENTS

DUBAI

Luxury Market Intelligence
Real Time Information & Solutions

SPECIAL KEYNOTE SPEAKER SHAHZAD HAIDER

Business Forum | Private Consultations

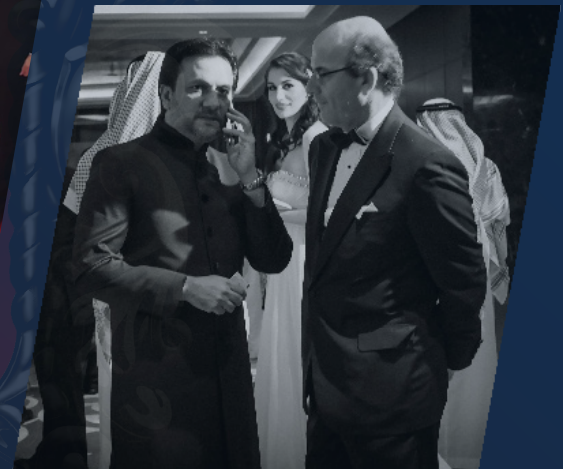
OCTOBER 24, 2018
LOS ANGELES



ALEXIS DAY FOUNDER/MANAGING DIRECTOR

Alexis Day is the Founder and Managing Director of Alexis Day Agency, a brand strategy, marketing, and PR agency, which employs strategic consulting, and marketing campaigns to assist revenues and profit growth for upmarket products and services, luxury real estate and posh global events. Dubbed “The Luxury Brand Tailor™”, Alexis is also the Founder, Publisher, Editor-in-Chief, and Blogger of The Contour of Luxury®, an online blogAzine™, viewed at contourofluxury.com. Being a Luxury Brand Influencer is one of her fondest passions.

MARKETING & PUBLIC RELATIONS



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SHAHZAD HAIDER

Teach - Fashion Marketing Consultant - Luxury Brands
Chairman of The Fragrance Foundation Arabia Curator- The SCENT

Shahzad HAIDER serves as Chairman of the Board of Directors at The Fragrance Foundation Arabia since 2008. Additionally, Mr. HAIDER has been in senior education positions since 2009.

A graduate of economics and an MBA with marketing majors. Mr. HAIDER started his career in 1995 with FMCG multinationals and have served at the top marketing positions. In 2004, Mr. HAIDER initiated his own business of Luxury Marketing Consultancy, recognizing the growing demand for intelligent, integrated marketing offering in the ever booming luxury segment.

With his acumen of business and keen interest in developing innovative solutions for education sector, he was able to hold key posts in various top universities as lecturer and head of department. Graduate of economics and an MBA with marketing majors, he started his career in 1995 with core marketing assignments and progressed till then.

Living in the Middle East since 1999, Mr. HAIDER has witnessed an enthralling retail boom, emerging regional manufactures, opportunistic international brands and bling of fragrance, fashion and beauty industry within the luxury market. His touch on the pulse of the luxury market is sharp enough to be titled as the “most resourceful personality of the Middle East in the region” by top media agencies globally. BBC, Al Jazeera, Ernest & Young, MBC, Gulf News, Gulf Market Review, Business magazine are few of the media who had one on one interviews with Mr. HAIDER on the changing dynamics of the international market. His core competency lies with analytical expertise on evolving business and its impact from regional business scenario to international trends especially with niche, luxury brands, and education sector.

BUSINESS FORUM OVERVIEW

The DUBAI Luxury Market has emerged as the most promising arena internationally with highest per capita spend in the world. The Market intelligence capsules discussed in this forum are designed to share insight information on DUBAI's luxury market and its cash rich and tasteful consumer.

Our business forum is structured around a mix of industry specific information about the Arabian market, such as launch strategies, marketing techniques, consumer tastes & trends, distribution channels, margins, pricing, storytelling and penetration to the right market segment at the right time.

Sector specific inquiries and tailor-made solutions will be shared to provide real-time solutions and methodology to crack the puzzle of the most lucrative market.

Topics covered include: (On the marketing piece, please set these up into 2 columns of 10 each)

- Landscape of DUBAI Luxury Market
- Present & Future trends in the Arab luxury world
- How to launch a luxury brand in DUBAI
- Selecting the right communication channels
- Understanding the Arab affluent
- Capturing attention of the BLING consumers
- How to find the right partner
- Touching the right cultural and traditional notes
- Do's and Don'ts in the Arab World
- Leads to find the right distributor/retailers
- Guidelines on cultural norms
- What are the modern P's of the Arab world
- Latest trends in Arab modern women
- Luxurious world of Arab males
- Role of Social Media and its impact on luxury spending in DUBAI
- What influence the Arab influencers
- Latest Government support and initiatives
- Licensing process and company formation in DUBAI
- Halal cosmetics and Halal trends
- Islamic fashion, beauty, fragrance and luxury news

One on one consultations and company office consultations will be available on pre-booking exclusively for attendees on special consultation fee structure. For scheduling consultations: info@alexisdayagency.com

BUSINESS FORUM INVITATION

Date: October 24, 2018

Alexis Day Agency invites you to join us for a true insider's Business Forum on The Dubai Luxury Market Insider Intelligence. Business forum presided by Shahzad Haider, Chairman of The Fragrance Foundation Arabia Curator - The SCENT, and hosted at the Peninsula Hotel, Beverly Hills on October 24th from 10:00 - 12:30 with lunch and connecting to follow until 1:30 pm.

Business Forum tickets

Single Guest - \$250 for early rsvp before October 17th

Three Guests - \$600 for early rsvp before October 17th

Five Guests - \$1100 for early rsvp before October 17th

*Ticket prices will increase to \$300 per person on October 17th

PRIVATE MARKET CONSULTATIONS

Alexis Day Agency

At Event Private Consultation with Shahzad Haider - \$800 hour. (3 sessions available right after lunch)

Private Office Visit Consultation with Shahzad Haider - \$1,200 hour (2 sessions available - Consultation must take place within 2 days after the event)

Private Market Consultation with Shahzad Haider - \$2,500 hour (1 session available (3.5 hours) - Consultation must take place within 3 days after the event)

Schedule consultations with Shahzad Haider: info@alexisdayagency.com



TICKETS

Purchase Tickets

<https://enterdubailuxurymarketinvitation.eventbrite.com>

Contact:

info@alexisdayagency.com

www.alexisdayagency.com



BUSINESS FORUM PROGRAM

Sponsor Speakers.....	10:00 a.m.	10:05 a.m.
Keynote Presentation.....	10:05 a.m.	12:00 p.m.
Q&A.....	12:00 p.m.	12:30 p.m.
Business Lunch.....	12:30 p.m.	1:30 p.m.
One on One Consultations.....		





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