

ABOUT THE PROGRAM



Master the art of UHNWI client management with IUM's exclusive executive program. This immersive experience redefines the standards of bespoke service, equipping you with the expertise to anticipate and exceed the expectations of the world's most discerning clientele. Through a dynamic blend of real-world case studies, industry best practices, and cutting-edge strategies, you will gain the insights and skills needed to cultivate lasting relationships and drive unparalleled excellence in luxury client management.

UHNWI CLIENT MANAGEMENT

*Unlock the Secrets of
Ultra-High-Net-Worth Individuals*

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EXECUTIVE PROGRAM

REGISTRATION

www.monaco-executive-education.com

LEARN MORE



Program

An exclusive program at the International University of Monaco, designed for Ultra-High-Net-Worth client management executives. Led by Prof. Dr. Phil Klaus, a renowned expert in this field, gain unparalleled insights from 250+ interviews. This program equips professionals with powerful, actionable strategies to enhance service, drive revenue, and build exceptional client relationships—preparing to lead in an increasingly competitive market.

DAY Understanding the UHNWI Landscape

1

Mastering UHNWI Client Relations

- Defining characteristics and preferences of UHNWIs
- Creating impactful touchpoints for engagement
- Strategies for managing and enhancing client relationships
- Personalization tactics for exceptional service

DAY Actionable Insights and Effective Strategies

2

Optimizing UHNWI Client Management

- Using UHNWI insights to guide managerial decisions
- Leveraging digital innovation for client management
- Defining and tracking key performance metrics
- Analyzing case studies of successful UHNWI management

DAY Integration and Application

3

Tailored Tactics for UHNWI Growth and Loyalty

- Cost-effective strategies for acquiring UHNWI clients
- Interactive workshop on creating bespoke experiences



PROF. DR. PHIL KLAUS

Prof. Dr. Phil Klaus, IUM Professor of Customer Experience Strategy, is the Foremost authority on UHNWI Client Management and a World's Top 2% scientist for the last 7 years in a row (Stanford University). As Co-Founder of Lexden Luxe, Chairman of the PK Customer Experience Institute and bestselling author he advises global Blue-Chip clients around the globe on strategy, profit enhancement, and business development.

PROGRAM OBJECTIVES

- Gain UHNWI insights for tailored strategies
- Develop profitable client engagement frameworks
- Use metrics to boost revenue and market share
- Network with global UHNWI leaders



14-16
APRIL 2026



ONSITE AT IUM



ENGLISH



3540 €