

# UNDERSTANDING, CREATING, AND MANAGING DELIGHTFUL EXPERIENCES

**APRIL 21 – 23, 2025**



# Understanding, Creating, and Managing Delightful Experiences'

## April 21 - 23, 2025

### Programme Overview

In the 1960s, Theodore Levitt highlighted the critical role of marketing in shaping experiences, laying the foundation for a shift in how businesses engage with customers. Decades later, in 1998, Pine and Gilmore introduced the concept of the Experience Economy, emphasizing that the future of commerce would be driven by immersive and memorable interactions rather than just products or services.

Today, this prediction has become reality. In a highly competitive marketplace, exceptional experiences are the key to customer loyalty, brand differentiation, and long-term success. Whether in hospitality, retail, entertainment, or luxury services, organizations that master the art of customer experience gain a strategic advantage.

However, the challenge lies in understanding what truly constitutes an experience. How does it differ across industries - such as dining in a fine restaurant versus enjoying a day at an amusement park? More importantly, how can marketers design and deliver delightful and memorable experience while ensuring sustained business growth?

The UAE stands as a global benchmark in this domain. Cities like Dubai and Abu Dhabi have transformed into experience-driven destinations, consciously innovating to offer increasingly immersive and sophisticated engagements. From world-class theme parks to luxury shopping experiences, they epitomize how businesses can create and successfully market unforgettable experiences to a global audience.

This programme is designed to equip leaders with the insights and strategies needed to craft, manage, and sustain unforgettable customer experiences. Grounded in cutting-edge research and real-world case studies, it provides

actionable insights to empower participants with practical strategies for creating remarkable customer experiences.



### Programme Objectives

This programme equips business leaders, marketing professionals, and operations managers with the skills to design, manage, and optimize world-class customer experiences. Participants will:

- Learn how to design, implement, and enhance customer interactions that leave lasting impressions.
- Understand the key drivers of customer satisfaction and loyalty to build a sustainable competitive advantage.
- Discover pricing and branding strategies that transform experiences into high-value, revenue-generating assets.
- Gain insights into integrating marketing, operations, and service delivery to create seamless and delightful experiences.
- Analyse successful experience-driven brands and apply their best practices.

## Programme Contents

### Module 1: Understanding Customers and the Experience Economy

Explore the foundations of customer expectations, perceptions, and behaviour in the context of experience-driven businesses.

### Module 2: Designing the Elements of a Delightful Experience

Learn the key components of crafting engaging and memorable customer interactions across different industries.

### Module 3: Branding, Pricing, and Monetizing Experiences

Understand how to effectively brand and price experiences for maximum customer value and business profitability.

### Module 4: Sustaining and Enhancing Experiences Over Time

Discover strategies to maintain, innovate, and scale memorable customer experiences for long-term success.

## Who Should Attend

This programme is ideal for:

- Senior and mid-level executives in hospitality, retail, tourism, entertainment, and service industries who want to enhance customer experience strategies.
- Entrepreneurs and business owners seeking to build strong experience-driven brands.
- Marketing and operations professionals responsible for creating and managing customer interactions.

## Pedagogy

The programme employs an engaging mix of case studies, interactive lectures and hands-on activities.

## Faculty



### Prof. Subhadip Roy

(Faculty Chair)

Email: [subhadipr@iima.ac.in](mailto:subhadipr@iima.ac.in)

Subhadip Roy is a Professor in the Marketing Area at the Indian Institute of Management Ahmedabad. He did his Master's in Business Management with specialization in Marketing from the University of Calcutta and PhD in Marketing from the ICFAI University Dehradun. He was also a Visiting Scholar at the University of Toledo, Ohio, USA from September 2006 – June 2007. Prior to joining IIMA, he was an Associate Professor at IIM Udaipur and a Faculty Member at IFHE University Hyderabad.

He also has published in several international journals of repute such as Journal of Advertising Research, Journal of Services Marketing and Marketing Letters.

He is an avid case writer, and his cases have been published in reputed case journals and databases such as The Case Journal, Ivey Case Collection and Emerald Emerging Markets Case Studies.





## How to Apply

To register for the programme, fill in the application form through the link below:

<https://bit.ly/41DqI7y>

The closing date for receiving applications is **April 7, 2025**. The last date for early bird discount is **March 31, 2025**. All applications are subject to review and approval by the programme faculty (usually after the due date for receiving applications). A formal acceptance letter will be sent to the selected candidates. Applicants are requested to make their travel plans only after receiving the acceptance letter.



## Certification

A Certificate of Participation will be issued to the participants at the end of the programme, subject to their having attended all the sessions of the programme. Absence from any session needs to be with the prior approval of the Programme Faculty Chair.

## Venue & Accommodation

The programme will be held at Leadership Development Academy (L&T), Lonavala. Participants would get full board and air-conditioned single room accommodation at LDA campus. IIMA norms do not allow participants to have guests staying with them during the programme.

## Programme Fee & Payment

**INR 1,20,000 plus GST** per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fee, programme materials, boarding and lodging.

The programme fee along with the application form should be received by the Executive Education Office latest by **April 7, 2025**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If an application is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in one of these two ways:

### [A] Electronic Fund Transfer

1. Name of Beneficiary: **Indian Institute of Management Ahmedabad**
2. Savings Bank A/c **IIMAHMOEP**  
HDFC Bank Limited, Ahmedabad Vastrapur Branch (IFSC Code: HDFC0000048, MICR Code: 380240003)
3. Name of Remitter: \_\_\_\_\_ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance: **Understanding, Creating, and Managing Delightful Experiences'**
5. IIMA Permanent Account Number (PAN): **AAATI1247F**
6. IIMA Tax Deduction Account Number (TAN): **AHMI00189A**
7. IIMA GST Registration Number: **24AAATI1247F1Z4 (SAC: 999293)**

After making the payment, please email us the complete transaction details so that we can link your remittance with your nomination.

### [B] Payment Gateway

Please visit the following link for Payment Gateway: <https://bit.ly/3EUwDMI>





## Discount

**Early Bird Discount:** Applications received with payments on or before **March 31, 2025**, will be entitled to an early bird discount of 7%. Early submission of fee and application does not, however, guarantee acceptance of the application.

**Group Discount:** Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes of IIMA in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Programme dates and fee are subject to change at the discretion of the Institute.

## IIMA Alumni Association

Participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the payment of a one-time alumni fee of INR 10,000/- + GST.



# Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting, and research facilities in management.

## Major Programmes Offered by IIMA

- o Two-Year Post Graduate Programme in Management (MBA)
- o Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- o Ph.D. Programme in Management
- o One-Year Full Time Post Graduate Programme in Management for Executives (MBA- PGPX)
- o Short duration Executive Education programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- o Faculty Development Programme (FDP)
- o ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)
- o Armed Force Programme (AFP)
- o Online MBA

The Institute has 100 plus faculty members working in the following management areas and centres:

## Disciplinary Areas & Groups

- o Centre for Management in Agriculture
- o Communication
- o Economics
- o Finance and Accounting
- o Human Resources Management
- o Information Systems
- o Marketing
- o Organisational Behaviour
- o Operations and Decision Sciences (O&DS)
- o Public Systems Group
- o Ravi J. Matthai Centre for Educational Innovation
- o Strategy

## Interdisciplinary Centres

- o Arun Duggal ESG Centre for Research & Innovation
- o Ashank Desai Centre on Leadership and Organisational Development
- o Brij Disa Centre for Data Science and Artificial Intelligence
- o Centre for Digital Transformation
- o Centre for Innovation Incubation & Entrepreneurship
- o Centre for Management of Health Services
- o Centre for Transportation and Logistics
- o Gender Centre
- o India Gold Policy Centre
- o JSW School of Public Policy
- o Misra Centre for Financial Markets and Economy
- o NSE Centre for Behavioural Science in Finance, Economics and Marketing



कार्यकारी शिक्षा  
भारतीय प्रबंध संस्थान अहमदाबाद

EXECUTIVE EDUCATION  
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