ORGANISER PACK

CHRISTOPHE SADONÈS

For event organisers and speaker bureaus once a booking is confirmed. Everything an organiser needs to introduce, brief and stage Christophe.

BIOGRAPHIES

SHORT (50 WORDS)

Christophe Sadonès is a hospitality and luxury leader, keynote speaker and author. He opened Park Hyatt Shanghai, was Head of Food & Beverage, Events and Product Development for Hyatt Asia Pacific, and served as President of Louis Vuitton China. He founded World of CS and wrote *Built to Be Remembered* (January 2027).

MEDIUM (120 WORDS)

Christophe Sadonès has led luxury from both sides of the counter. He built his career in hotels across Europe, the United States and Asia. With Hyatt he opened Park Hyatt Shanghai and went on to lead food and beverage, events and product development for Hyatt Asia Pacific. He then became President of Louis Vuitton China. Today he leads World of CS, a free online Academy of masterclasses, the Game Changers conversations with the world's leading chefs, hoteliers and creators, and OPOD™, his method for making a promise worth keeping and delivering beyond it. His book, *Built to Be Remembered*, is published on 19 January 2027.

LONG (250 WORDS)

Christophe Sadonès has led luxury from both sides of the counter. He trained at EHL in Lausanne and built his career in hotels across Europe, the United States and Asia.

With Hyatt he opened Park Hyatt Shanghai and went on to lead food and beverage, events and product development for Hyatt Asia Pacific. He then crossed into luxury retail as President of Louis Vuitton China, where he learnt the discipline of the Very Important Client and the long relationships behind a Maison.

Today he leads World of CS: a free online Academy of masterclasses, the Game Changers conversations with chefs, hoteliers, designers and curators including Mr. Alain Ducasse, Mr. Daniel Boulud and Mr. Tony Chi, and OPOD™ (Over Promise, Over Deliver), his method for making a promise worth keeping and delivering beyond it. He moderates The Next Circle at Mandarin Oriental The Landmark, Hong Kong, and has spoken at the Waldorf Astoria ASPAC General Managers Conference, Tatler Best Talks and The Hong Kong Polytechnic University. He is a recipient of France's Ordre National du Mérite and Ordre du Mérite Agricole.

His book, *Built to Be Remembered: How Hospitality Builds Loyalty, Trust, and Businesses People Recommend*, is published on 19 January 2027. He is based in Hong Kong and speaks in English and French.

HOST INTRODUCTION

25 SECONDS

Our next speaker has led luxury from both sides of the counter. He opened Park Hyatt Shanghai, led food and beverage, events and product development for Hyatt Asia Pacific, and went on to become President of Louis Vuitton China. His new book, *Built to Be Remembered*, is out in January. Please welcome Christophe Sadonès.

60 SECONDS

What makes a business worth recommending? Our next speaker has spent his career answering that question, first in hotels, then in luxury retail. He opened Park Hyatt Shanghai, was Head of Food & Beverage, Events and Product Development for Hyatt Asia Pacific, and became President of Louis Vuitton China. Today he runs World of CS, a free Academy of masterclasses, and hosts Game Changers, conversations with some of the world's great chefs, hoteliers and creators. His method is simple to say and hard to live: over promise, then over deliver. His book, *Built to Be Remembered*, is published on 19 January. Please welcome Christophe Sadonès.

KEYNOTES AT A GLANCE

KEYNOTE	THEME	BEST FOR
01 The Hospitality Mindset: Over Promise, Over Deliver	Leadership and loyalty. Based on *Built to Be Remembered*: the OPOD™ cycle, the twelve principles and three tools (The Promise Test, The 15-Minute Guest Walk, Listen. Own. Restore.).	Leadership teams, general manager conferences, hotel groups, experience-led businesses
02 Guest Experience: Creativity and Innovation	How to create experiences guests cannot get anywhere else, drawn from Park Hyatt Shanghai, Louis Vuitton China, The Next Circle and Game Changers.	Hotel groups, F&B and restaurant groups, retail and luxury brands, customer experience conferences

Keynote 01 is the system: delivering a promise every time. Keynote 02 is the imagination: creating what guests have never seen. Each runs 45 minutes with 15 minutes of questions, and is shaped to the audience after a briefing call.

FORMATS

- **Keynote:** 45 minutes plus 15 minutes of questions.
- **Game Changers Live:** Christophe in conversation with a celebrated chef, hotelier or creator in front of your guests, staged as a dinner, a salon or a conference session, and filmed.
- **In Conversation with Christophe Sadonès:** a panel of leaders from hospitality, luxury, design and business, hosted by Christophe and chosen for your audience and theme.

EVERY ENGAGEMENT INCLUDES

- A briefing call with the organiser before the event.
- Free access to the World of CS Academy for every attendee: online masterclasses, workbooks and certificates built on the OPOD™ method.
- Signed book bundles for attendees, by arrangement.

BRIEFING QUESTIONNAIRE

Please return before the briefing call.

1. Event name, date, venue and city.
2. Session time, length and position in the programme.
3. Keynote or format requested.
4. Audience: size, sectors, seniority and nationalities.
5. The event theme, and what you want the audience to leave with.
6. Other speakers on the programme, and topics to avoid repeating.
7. Language of delivery.
8. Stage, screen and microphone set-up.
9. Recording, photography, live streaming or press: what is planned and how it will be used.
10. Book bundles: number of copies.
11. Academy access: how attendees will receive the sign-up link.
12. Day-of contact name and mobile number.
13. Travel and accommodation arrangements.
14. Anything sensitive about the audience or the organisation that Christophe should know.

TECHNICAL REQUIREMENTS

Agreed with the organiser for each event, according to its format and venue. A typical keynote uses a stage with space to move, a wireless microphone, a 16:9 screen, a confidence monitor, a presentation remote and a technical check before the session. Game Changers Live and In Conversation sessions are planned with the venue and the guests.

ASSETS

Download at christophesadones.com/keynotes:

- Speaker profile and one-sheet (PDF).
- Photography: portraits and stage photographs (ZIP).
- On request: CS logo in orange, grey, black and white (PNG, SVG and PDF).
- On request: *Built to Be Remembered* cover.
- Film: christophesadones.com/keynotes
- Game Changers by CS: youtube.com/@gamechangersbycs

APPROVED WORDING

- Name: Christophe Sadonès, with the accent.
- Book: *Built to Be Remembered: How Hospitality Builds Loyalty, Trust, and Businesses People Recommend*, published 19 January 2027.
- Method: OPOD™ (Over Promise, Over Deliver): Promise → Alignment → Discipline → Delivery → Trust.
- Roles: Former President, Louis Vuitton China. Opened Park Hyatt Shanghai. Former Vice President, Food & Beverage, Events & Product Development, Hyatt Asia Pacific. Founder, World of CS.
- Honours: Ordre National du Mérite and Ordre du Mérite Agricole.
- Platforms: World of CS Academy; Game Changers by CS; The Next Circle, Mandarin Oriental The Landmark, Hong Kong.

CONTACT

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