SPEAKER PROFILE 2027

CHRISTOPHE SADONÈS

Over Promise, **Over Deliver**.

KEYNOTE SPEAKER · AUTHOR OF *BUILT TO BE REMEMBERED*



KEYNOTES · CONVERSATIONS

THE HOSPITALITY MIND BEHIND BUSINESSES PEOPLE RECOMMEND.

Christophe Sadonès 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, then became President of Louis Vuitton China. Today he leads World of CS: the Academy, the Game Changers conversations and the OPOD™ method. His book, *Built to Be Remembered*, is published on 19 January 2027.

OPENED	Park Hyatt Shanghai
HEAD OF	Food & Beverage, Events and Product Development, Hyatt Asia Pacific
PRESIDENT	Louis Vuitton China
AUTHOR	*Built to Be Remembered*, 19 January 2027
HONOURED	Ordre National du Mérite · Ordre du Mérite Agricole
BASED	Hong Kong · keynotes in English and French



OVER PROMISE, OVER DELIVER.

OPOD™ asks a business to make a promise worth keeping, then build the team and the discipline to exceed it. It was made in hotels, tested in luxury retail, and works wherever people come back.

PROMISE
creates direction.

ALIGNMENT
creates belief.

DISCIPLINE
creates capability.

DELIVERY
makes the promise real.

→ TRUST
The result. People believe you again.

THE SYSTEM AND THE MOMENT.

01

LEADERSHIP AND LOYALTY

THE HOSPITALITY MINDSET: OVER PROMISE, OVER DELIVER

How do businesses earn trust, inspire loyalty and become the ones people recommend?

02

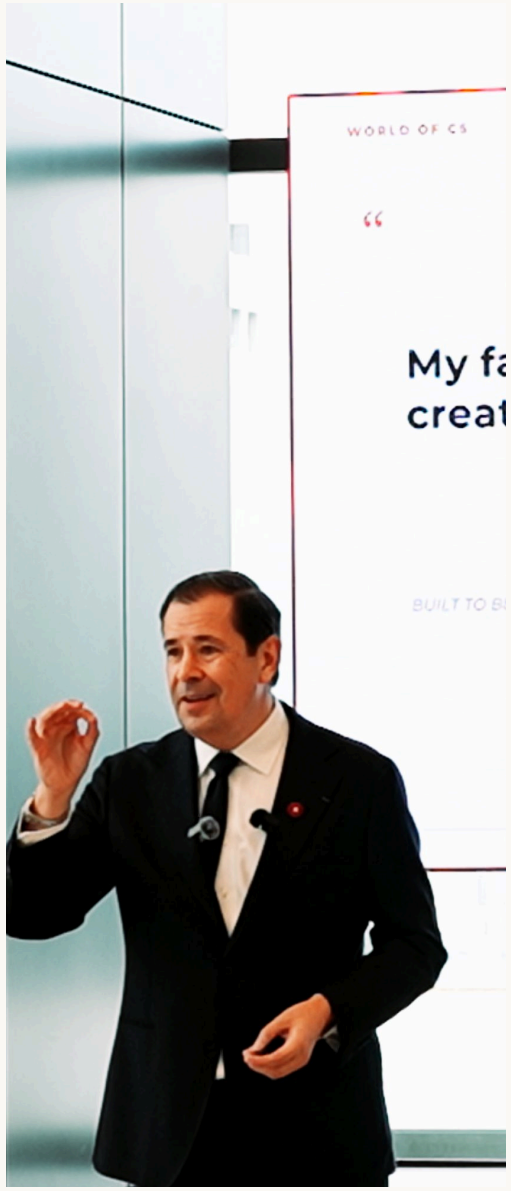
GUEST EXPERIENCE

GUEST EXPERIENCE: CREATIVITY AND INNOVATION

How do you create experiences guests cannot get anywhere else?

Keynote 01 is the system: delivering a promise every time. Keynote 02 is the imagination: creating what guests have never seen. Book one, or both across a programme.

Each runs 45 minutes with 15 minutes of questions, shaped to the audience after a briefing call.



KEYNOTE 01 LEADERSHIP AND LOYALTY

THE HOSPITALITY MINDSET: OVER PROMISE, OVER DELIVER

How do businesses earn trust, inspire loyalty and become the ones people recommend?

Based on *Built to Be Remembered*. From Park Hyatt Shanghai to Louis Vuitton China, Christophe built service cultures on one belief: make a bold promise, then lead a team to exceed it. OPOD™ turns that belief into one repeatable cycle that turns technically correct service into experiences people remember. The keynote takes leaders through the twelve OPOD principles, with case studies from hotels, restaurants and luxury retail, and three tools they can put to work the next day.

THE PROMISE

- **01** Leadership begins
- **02** Service is not enough
- **03** Bold, not reckless
- **04** Design the feeling first

ALIGNMENT AND DISCIPLINE

- **05** See it before they ask
- **06** Clarity scales
- **07** People give a place its soul
- **08** Excellence is a second pass

THE DELIVERY

- **09** Recovery is the moment of truth
- **10** Recognition is real luxury
- **11** Leadership is transmission
- **12** Promise is what you stand for

BEST FOR

Leadership teams · General manager conferences · Hotel groups · Experience-led businesses

LENGTH

45 min + 15 Q&A

ONE CYCLE. THREE TOOLS FOR THE NEXT MORNING.

PROMISE → ALIGNMENT → DISCIPLINE → DELIVERY → TRUST

One repeatable cycle for turning technically correct service into experiences people remember. Each principle in the keynote maps to a stage of the cycle; each tool gives the audience a way to apply it with their own team.

THE PROMISE TEST

Evaluate whether an ambitious promise is a responsible commitment.

THE 15-MINUTE GUEST WALK

See your own property through the eyes of your guests.

LISTEN. OWN. RESTORE.

A practical recovery sequence for rebuilding trust after a failure.



KEYNOTE 02 GUEST EXPERIENCE

GUEST EXPERIENCE: CREATIVITY AND INNOVATION

How do you create experiences guests cannot get anywhere else?

Good service is now the baseline. Guests remember the moments only one place could give them. Christophe draws on opening Park Hyatt Shanghai, leading Louis Vuitton China and creating concepts such as The Next Circle at Mandarin Oriental The Landmark, together with lessons from the chefs, hoteliers and designers he interviews in Game Changers.

- Where great experience ideas come from, inside and outside hospitality
- How to turn one creative idea into a signature guests talk about
- How to keep innovating while the core experience stays consistent

BEST FOR

Hotel groups · F&B and restaurant groups · Retail and luxury brands · Customer experience conferences

LENGTH

45 min + 15 Q&A



BEYOND THE KEYNOTE.



GAME CHANGERS LIVE

Christophe brings a Game Changers conversation to your event: a celebrated chef, hotelier or creator, in conversation with him in front of your guests, with the guests inside the experience. Staged as a dinner, a salon or a conference session, and filmed as an episode the host keeps and shares.



IN CONVERSATION WITH CHRISTOPHE SADONÈS

Christophe hosts a panel of leaders from hospitality, luxury, design and business, chosen for your audience and your theme. For a brand's private clients, a hotel's guests or a conference stage; one evening or a season, as at The Next Circle, Mandarin Oriental The Landmark, Hong Kong.

RECENT STAGES.

Waldorf Astoria ASPAC General Managers Conference	Waldorf Astoria	KEYNOTE
Niccolo General Managers Conference	Niccolo Hotels	KEYNOTE
JW Marriott Essentials	JW Marriott	KEYNOTE
Tatler Best Talks, Tatler Best Asia Pacific	Shanghai	MODERATOR, WITH MR. TONY CHI
The Next Circle	Mandarin Oriental The Landmark, Hong Kong	CURATOR AND MODERATOR
The Hong Kong Polytechnic University	MBA programme	KEYNOTE
The Hong Kong Jockey Club	Hong Kong	PANEL
Ladies Recreation Club	Hong Kong	WORKSHOP FACILITATOR

IN THEIR WORDS.

ON THE BOOK

"Christophe understands an essential truth about our profession: excellence is not a destination but the daily choice never to settle for 'good enough.'"

Mr. Alain Ducasse · Creative Director, Ducasse Paris

"Behind every unforgettable experience is a machine of relentless discipline. Christophe understands this better than almost anyone."

Mr. Paul Pairet · Creator, Ultraviolet, Shanghai

"This book captures the discipline, curiosity, and humility required to build exceptional teams and unforgettable experiences."

Mr. Richard Ekkebus · Culinary Director, Mandarin Oriental The Landmark, Hong Kong

ACROSS HOSPITALITY AND CULTURE

"This book shows how anticipation and human connection are essential to excellence in hospitality."

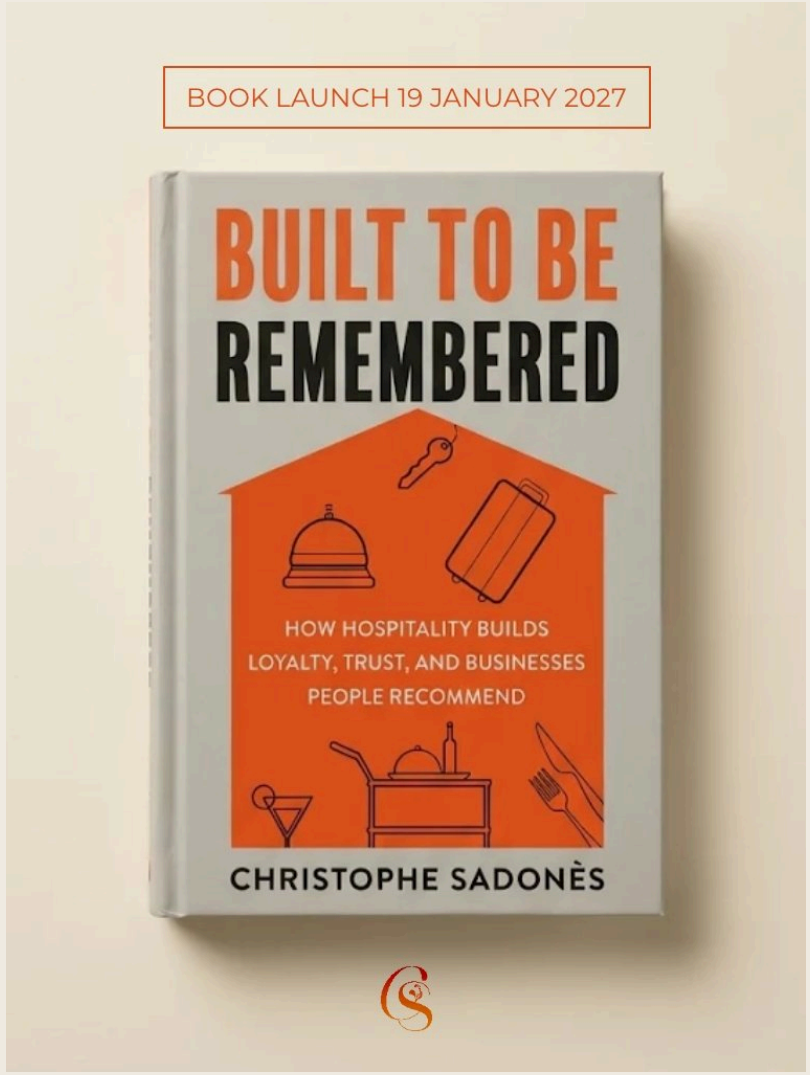
Mme Yannick Lintz · President, Musée national des Arts asiatiques–Guimet

"Mastery is never about the title. Christophe has written a book that remembers why we begin."

Lu Yang MS · Master Sommelier, Founder, TOP SOMM Studio

"Consistency is its own kind of genius. Christophe understands that excellence means delivering the extraordinary, every single time."

Mr. Antonio Lai · Founder and Owner, Quinary



THE BOOK 11

BUILT TO BE REMEMBERED

How Hospitality Builds Loyalty, Trust, and Businesses People Recommend.

Twelve chapters in three acts: The Promise, Alignment and Discipline, The Delivery. Stories from Park Hyatt Shanghai, Hyatt Asia Pacific and Louis Vuitton China, with the voices of seventeen Game Changers, from Mr. Alain Ducasse to Ms. Susan Jung.

PUBLISHED
19 January 2027

FOR YOUR EVENT
Signed book bundles for attendees

GAME CHANGERS BY CS

More than twenty filmed conversations with people who have built what others recommend: chefs, hoteliers, designers, sommeliers and curators. On YouTube, Spotify, Apple Podcasts and Amazon Music, with a lesson for each in the World of CS Academy.

Mr. Alain Ducasse	Mr. Daniel Boulud	Mr. François Delahaye
Mr. Richard Ekkebus	Ms. Susan Jung	Mr. Paul Pairet
Lu Yang MS	Mr. Antonio Lai	Mr. Grégoire Michaud
Mr. Arnaud Orsel	Mr. Christopher Mark	Mr. Lorenzo Antinori
Mr. Alan Chan	Mme Yannick Lintz	Mr. Achim Lenders
Mr. Willy Trullàs Moreno	Mr. Stefan Stiller	Mr. Sean Dix
Mr. Josef Budde	Mr. Jean-François Rouquette	Mr. Gilles Marchal
Mr. David Lai	Mr. Tony Chi	

YOUTUBE.COM/@GAMECHANGERSBYCS



“My favourite experience is the one **I have not created yet.**”

CHRISTOPHE SADONÈS · *BUILT TO BE REMEMBERED*







EVERY ENGAGEMENT INCLUDES.

A briefing call	Christophe speaks with the organiser before the event and shapes the talk to the audience and the brief.
The World of CS Academy, for every attendee	Free access to Christophe's online masterclasses, built on the OPOD™ method: The Art and Discipline of Exceptional Hospitality, Luxury Retail Store Leadership, The 90 Seconds That Matter and more, with workbooks, certificates and a lesson for every Game Changers conversation. The ideas keep working long after the event.
Signed books	Book bundles for attendees, signed by Christophe.
The format that fits	Keynote · Game Changers Live · In Conversation with Christophe Sadonès

BASED
Hong Kong

TRAVELS
Worldwide

LANGUAGES
English and French

BOOKING
Early booking secures the date; shorter notice welcome

SEE HIM SPEAK.

THE FILM

christophesadones.com/keynotes

GAME CHANGERS

youtube.com/@gamechangersbycs

ENQUIRIES 16

BOOK CHRISTOPHE.

Keynotes and conversations, in Asia and worldwide.

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