

26TH FEBRUARY TO 1ST MARCH

INTERNATIONAL STAFF WEEK IN PARIS

EMBARQUEZ AVEC NOUS
POUR UN VOYAGE
FASCINANT

PROGRAMME :
CULTURE, GASTRONOMY
AND LUXURY MARKETING IN
PARIS

Monday 26th February

10:00 - 10:30 : Welcome Breakfast
10:30 - 10:45 : Presentation of
Participants
10:45 - 12:30 : French Course

Wednesday 28th February

09:30 - 11:30 : Luxury Marketing
Course

Friday 1st March

Free Time

Tuesday 27th February

16:00 - 18:00 : Visit of the Bon Marché :
Art and Gastronomic Culture. Grocery
shopping Time, Exposition of the
cultural center of Bon Marché

Thursday 29th February

14:00 - 15:30 : Visit of La Samaritaine :
History, Architecture and Luxury
Marketing
16:00 - 17:00 Visit of the Wine Cellar of
Louvre : Wine tasting
18:00 : Pre-Dinner : Café Plume