



“Conquer the world  
of luxury travel”

# THE ULTIMATE SET OF INSIDER STRATEGIES AND TOOLS

SEMINAR: **Saturday 27 June, 9am to 6pm**

WHERE: **Burj al Arab, Dubai**

Number of  
participants  
limited to 15-20

## FIRST CLASS & MORE

Germany's leading insider portal for luxury travel is coming to the Middle East

More than  
**100,000**  
facebook fans

Close to  
**50,000**  
customers

More than  
**100,000,000 USD**  
of savings

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*„What I really liked about the seminar were the live exercises on my computer and the community of like-minded others.“*

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*„This seminar was a real bargain. I recovered the seminar cost easily with just one business class flight booking.“*

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**9:00 – 13:30**

Flight cost optimization including optimal use of frequent flyer programs

ETIHAD / EMIRATES / QATAR AIRWAYS / BRITISH AIRWAYS / LUFTHANSA...

**Session 1:**

The best airline loyalty programs and intelligent usage of credit card spend to optimize travel cost

**Session 2:**

Tools to optimize air travel booking including practical exercises and special tools to find great deals. The focus will be on strategies how to significantly reduce the cost of business and first class flights and how to get the aspired frequent flyer program status.

**13:30 – 14:30**

Lunch at the top floor of the Burj al Arab

**14:30 – 18:00**

Travel cost optimization for luxury hotels

HILTON / CONRAD / HYATT / ONE & ONLY / ANANTARA / KEMPINSKI...

**Session 1:**

The best hotel programs. Selected programs will be presented and special advice are shown how to optimally use them to maximize the benefits provided.

**Session 2:**

Booking great hotel deals. The second module is a comprehensive “how to” guide for booking top hotel deals. The most important portals will be presented, including “flash sale” portals or “opaque” sites. It will also be demonstrated how best price guarantees are best achieved in practice.

~~AED 4,999~~

**AED 3,999**

INTRODUCTORY OFFER

**Included:**

Lunch and coffee breaks plus **highest membership tier** for many of the best hotels in the UAE

*PLEASE NOTE: the cost for the seminar can be easily recovered by a single UAE weekend getaway using your new top hotel status. We will show you how.*

## Speakers



**Dr. Alexander Koenig** is Founder and Managing Director of First Class & More. As a top management consultant for BCG and McKinsey & Co he travelled around the globe for more than eight years. During this time he developed many highly successful optimization strategies for loyalty programs of airlines and hotels which have helped him to enjoy luxury travel at affordable prices. He has been sharing this insider knowledge with his large customer and fan base for many years. As a columnist he writes for various leading German publications such as “manager magazin”, “clever reisen” or “travelbook”. He also regularly publishes books on smart luxury travel. His goal is to create memorable travel experiences at affordable prices.



**Dr. Jan Hendrik Kraus** is Managing Partner of First Class & More Global. As a top management consultant with McKinsey & Co he has worked across all continents. Until recently he was a member of the Group Executive Team of Emirates NBD and has gained broad experience and insights into customer preferences in the Middle East. He is a passionate traveler and has worked continuously on strategies to optimize travel spend. With First Class & More Global he has taken the opportunity to expand the proven and successful model that Alexander Koenig has developed in Central Europe to bring the benefits to travelers in the Middle East and other selected global destinations.

Please bring your own notebook (recommended) or ipad since the seminar is based on **learning by doing**. For further information or booking of the event please send an e-mail to **info@first-class-and-more.de** or call 050 578 3035.