

# Watch Specialist Class

The Fondation de la Haute Horlogerie, whose mission is to promote and transmit watchmaking culture, is pleased to present the FHH Academy, its entity dedicated to watchmaking training worldwide. The FHH Academy offers a range of training courses, lectures, courses and workshops with the aim of acquiring the essential skills and knowledge related to the world of fine watchmaking. Through the training course, participants are invited to take the FHH Certification exam to obtain a diploma recognized in the professional environment.

## Synopsis

The training can welcome up to 12 participants.

The Watch Specialist Class offers in-depth theoretical training around various themes: brands' values, watchmaking history, complications (simple dates, chronographs, time zones, retrograde and jumping displays...), materials (titanium, carbon, ceramic...), introduction to the craftsmanship, trends and new products...

Customer-oriented, this course allows sales staff to apply this new knowledge during activities and role-play (role-play, serious game...). The module uses a variety of media and pedagogical methods that are employed throughout the course and that help to set the rhythm of the course.

At the end of the course participants are invited to take a test in QCM format which allows them to obtain the second level of the FHH Certification: the Watch Specialist certification.

*The training covers approximately 80% of the exam content. Participants are expected to use the self-study tools offered by the FHH Academy to supplement their knowledge.*

## Objectives

The objective of the Watch Specialist Class is to provide sales staff with knowledge to enrich the customer experience.

The objectives of the module are :

Participants will be able to differentiate the particularities of the majority of fine watch brands.

The participants will be able to identify the key stages in the history of watchmaking.

Participants will be able to succinctly identify the workings of the main watchmaking complications.

Participants will be able to identify the elements that make a watch with high-performance.

## For whom?

This training is intended primarily for the sales staff of watch shops and retailers, but is also open to any adult interested in the field. It does not require any prerequisites. However, it is required to have passed the Watch Advisor exam of the FHH Certification beforehand.

## Length of the course

The Watch Specialist course lasts 1 ½ day.

## Description of the course

### Introduction

#### La Fondation de la Haute Horlogerie

- Mission and partner brands

### The brands' values

#### Brands ID cards

- History – Space - Personality
- Offer – Production - Identity

#### Emblematic models

- Over 30 watches to recognize

#### Development of a watch

- 7 steps
- Manufacture vs etablisserieur

### History and tradition

#### Major developments over time

- Great civilizations
- Contemporary revolutions
- 10 inventors and their inventions

### Watch complications

#### Astronomy

- Date – Day/Date – Complete calendar
- Large date – Moon phase

#### Measuring short intervals

- Monopusher/double pushers
- Flyback chronographs - scales
- Technique

#### Inspired by everyday life

- Time zones

#### By concept and production

- Retrograde and jumping display

#### Sounding watches

- Alarm

### Materials

#### The different materials

- Ceramic
- Carbone
- Titanium
- Other advanced materials

### Finishes and decorations

#### Craftmanship

- Enamelling
- Marquetry
- Setting

### Performances

#### Certificates

- Official certificates
- Brand certificates

#### CSR

- The different organizations and their certification

### Trends of the year

#### The watch fairs trends

- Design
- Techniques
- Materials
- Others

#### The 10 innovations of the year that should not be missed

### Conclusion

## Registration

To register, please contact us via the contact form on the website:

<https://fhhacademy.hautehorlogerie.org/contact>

This course is regularly scheduled as an “open session” training course in several cities in Europe. To find out if a course is coming up in your area, we invite you to consult the agenda on our website.