BLACKBIRD FOR TRAINING

Digital Transformation in the Real Estate Sector

16 – 20 August 2027
Barcelona (Spain)



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Ref: 3254799_178160 **Date:** 16 – 20 August 2027 **Location:** Barcelona (Spain) **Fees:** 5900 GBP

Introduction

With the rapid acceleration of technology, the real estate sector is undergoing a significant digital transformation that is reshaping how projects are developed, marketed, and managed. Digital real estate strategies enhance efficiency, transparency, decision-making, and customer experience across all real estate operations. This course is designed to equip participants with a comprehensive understanding of digital transformation in real estate and how to apply its tools and technologies to optimize project management, operations, and strategic planning in both commercial and institutional real estate.

Course Objectives

By the end of this course, participants will be able to:

- Understand the core concepts of digital transformation in real estate and distinguish it from basic digitization.
- Identify and apply the latest digital technologies used in real estate projects.
- Build data analysis skills for smarter decision-making in digital real estate investing.
- Implement digital systems to improve property operations, sales, and customer service.
- Develop a digital real estate strategy that supports institutional growth and innovation.
- Overcome organizational and technical challenges in digital transformation in commercial real estate.

Course Outlines

Day 1: Introduction to Digital Transformation in Real Estate

- What is digital transformation? Key concepts and differentiators from digitization.
- The role of digital transformation in real estate to enhance operational efficiency.
- The current landscape of digital adoption in government and private real estate entities.
- Global trends in real estate digitization.
- Challenges and opportunities in implementing digital real estate strategies.



Day 2: Real Estate Technology Applications

- Artificial intelligence AI applications in property marketing and management.
- IoT Internet of Things and smart building management systems.
- Utilizing Virtual Reality VR and Augmented Reality AR for property visualization.
- CRM systems specifically designed for real estate businesses.
- Enterprise Resource Planning ERP systems for optimizing real estate operations.

Day 3: Data-Driven Real Estate Decision-Making

- The importance of data in real estate strategy and performance.
- Big Data tools for real estate analytics and market forecasting.
- Real estate dashboards: Key Performance Indicators KPIs and trend analysis.
- Geographic Information Systems GIS in urban planning and property development.
- Practical cases in leveraging data-driven decisions in real estate projects.

Day 4: Digital Transformation in Real Estate Operations and Marketing

- Digital project management in real estate: from planning to delivery.
- Online real estate marketing and smart advertising strategies.
- E-property platforms and digital sales ecosystems for seamless transactions.
- Enhancing customer experience with digital touchpoints.
- Cloud-based tools for real-time collaboration and project tracking.

Day 5: Building a Real Estate Digital Transformation Strategy

- Steps to develop a digital transformation roadmap for real estate projects.
- Assessing digital readiness in a real estate organization.
- Measuring Digital ROI: Evaluating the return on technology investments.
- Change management and cultural transformation for digital adoption.
- Designing an actionable digital real estate plan aligned with business goals.

Why Attend this Course: Wins & Losses!

- Master Digital Transformation in Real Estate: Gain deep knowledge of digital real estate and its impact on the industry.
- Drive Innovation and Efficiency: Learn how to use digital tools to enhance project management and operations.
- Improve Strategic Decision-Making: Utilize data-driven insights to make informed decisions in real estate projects.
- Increase Organizational Readiness: Prepare your institution for the demands of smart real estate environments.
- Lead Digital Change Initiatives: Acquire the skills to guide your team through successful digital transformation.



Conclusion

By the end of this course, participants will be equipped with the knowledge and skills to lead digital transformation within their real estate institutions. They will be capable of designing and implementing effective digital strategies that boost operational performance, future-proof their organizations, and embrace innovation in every aspect of real estate management.

Join this course to master the art of digital transformation in real estate, enhance your decision-making capabilities, and lead your organization to the forefront of digital innovation.

