

Digital Transformation in the Real Estate Sector

Dubai (UAE)

26 - 30 April 2026

UK Training

PARTNER



Digital Transformation in the Real Estate Sector

Code: IT28 From: 26 - 30 April 2026 City: Dubai (UAE) Fees: 4600 Pound

Introduction

With the rapid acceleration of technology, the real estate sector is undergoing a significant digital shift that impacts how projects are developed, marketed, and managed. Digital transformation enhances efficiency, transparency, decision-making, and customer experience across all real estate operations.

This course aims to equip participants with a comprehensive understanding of digital transformation and how to apply its tools and technologies to optimize real estate project management, operations, and strategic planning.

Course Objectives

- Understand the core concepts of digital transformation in the real estate industry.
- Identify and apply the latest digital technologies used in real estate projects.
- Build data analysis skills for smarter decision-making.
- Implement digital systems to improve property operations, sales, and customer service.
- Develop a strategic plan for digital transformation in real estate institutions.
- Overcome organizational and technical challenges in digital adoption.

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 enhancing the real estate sector's 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 transformation in real estate.

Day 2: Real Estate Technology Applications

- Artificial intelligence applications in property marketing and management.
- IoT and smart building management systems.
- Using virtual reality VR and augmented reality AR for property visualization.
- CRM systems tailored for real estate businesses.
- Enterprise Resource Planning ERP systems in real estate operations.

Day 3: Data-Driven Real Estate Decision-Making

- Importance of data in real estate strategy and performance.
- Big Data tools for real estate analytics.
- Real estate dashboards: KPIs and trend analysis.
- Geographic Information Systems GIS in urban planning and development.
- Practical cases in using data to drive real estate decisions.



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.
- 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 developing a digital transformation roadmap.
- Assessing digital readiness in a real estate organization.
- Measuring digital ROI: How to evaluate investment in tech.
- Change management and cultural transformation.
- Designing an actionable digital plan aligned with business goals.

Why Attend this Course: Wins & Losses!

- Gain in-depth knowledge of digital transformation in real estate.
- Acquire practical tools to drive innovation and operational efficiency.
- Improve your organization's readiness for smart real estate environments.
- Enhance decision-making with data-backed insights.
- Lead your team through successful digital change initiatives.

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 strategies that boost operational performance, future-proof their organizations, and embrace innovation in every aspect of real estate management.



Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva



Prague (Czech)



Vienna



Rome (Italy)



Brussels



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne
(Indonesia)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta



Amman (Jordan)



Beirut



Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior
Kingdom of Saudi Arabia
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER



Blackbird Training Categories

Management & Admin

Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



International House 185 Tower Bridge
Road London SE1 2UF United Kingdom



+44 7401 1773 35
+44 7480 775526



Sales@blackbird-training.com



www.blackbird-training.com

UK Training

PARTNER

