BLACKBIRD FOR TRAINING

Foundations of Digital Transformation in Real Estate Asset Management and Smart Buildings

Düsseldorf (Germany)

20 - 24 July 2026

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Foundations of Digital Transformation in Real Estate Asset Management and Smart Buildings

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Introduction

This course focuses on Digital Transformation for Smart Buildings and Real Estate Assets from a practical perspective, enabling participants to understand how digital technologies can improve the management, operation, and development of real estate assets.

The course covers the core concepts of smart buildings, real estate asset management, monitoring and control systems, data analytics, Internet of Things applications, and digital platforms used to enhance operational performance and increase asset value. It also explains how modern technologies can support real estate investment decisions, opportunity assessment, user experience improvement, and operating cost reduction.

The course content is structured progressively, starting with the fundamentals of digital transformation in real estate, then moving into practical applications in asset and facility management, and finally exploring how data and smart technologies can support planning, performance improvement, and decision-making in real estate projects.

It also addresses the relationship between digital transformation, building efficiency, sustainability, risk management, and real estate value creation.

Course Objectives

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

- Understand the fundamental concepts of digital transformation in smart buildings and real estate assets.
- Identify the role of digital technologies in improving real estate management and operations.
- Understand the main components of smart buildings and digital control systems.
- Recognize the applications of the Internet of Things in real estate asset management.
- Analyze operational data to support decision-making in real estate environments.
- Understand how digital platforms are used to monitor performance and manage facilities.
- Recognize the relationship between digital transformation and real estate asset value.
- Understand how technology supports real estate investment and development decisions.
- Identify key performance indicators related to smart real estate assets.
- Apply basic concepts of digital and operational risk management.
- Understand the impact of digital solutions on sustainability and energy efficiency.
- Prepare an initial digital transformation plan for real estate assets.

Course Outline

Day 1: Introduction to Digital Transformation in Real Estate.

- Definition of digital transformation in real estate asset management.
- Differences between traditional and digital approaches to property and asset management.
- Main components of smart buildings and their role in performance improvement.

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- Core technologies used in smart buildings.
- Relationship between digital transformation, operations, and real estate investment.
- Examples of technology applications in improving real estate efficiency.
- Initial challenges in applying digital transformation within real estate organizations.

Day 2: Digital Technologies in Asset Management and Smart Buildings.

- Building management systems and their operational role.
- Internet of Things applications in monitoring and operating real estate assets.
- Sensors and their role in collecting operational data.
- Digital control systems for energy, HVAC, lighting, and security.
- Digital platforms used in facility and asset management.
- Integration between technical systems inside smart buildings.
- Practical application of reading basic operational data.

Day 3: Data and Analytics in Real Estate Asset Management.

- Importance of data in managing real estate assets and smart buildings.
- Types of data used in real estate asset management.
- Key performance indicators for assets and facilities.
- Analysis of occupancy rates, energy consumption, and operating costs.
- Using data to improve maintenance and support decision-making.
- Role of dashboards and reports in performance monitoring.
- Practical exercise on developing a basic real estate performance dashboard concept.

Day 4: Digital Transformation for Real Estate Investment and Development Decisions.

- Role of technology in evaluating real estate asset performance.
- Using data to identify improvement and development opportunities.
- Relationship between operational efficiency and real estate asset value.
- Supporting real estate investment decisions through digital analysis.
- Digital feasibility considerations for real estate projects.
- Managing risks related to smart technologies and digital systems.
- Practical application of analyzing a real estate asset from a digital perspective.

Day 5: Preparing a Digital Transformation Plan for Real Estate Assets.

- Steps for preparing a digital transformation plan for buildings and real estate assets.
- Identifying technical and operational requirements.
- Selecting suitable digital solutions based on asset type and business needs.
- Setting implementation priorities and transformation phases.
- Measuring the return on digital transformation.
- Assessing organizational readiness for digital solutions.
- Preparing a simplified digital transformation plan for a property or asset portfolio.
- Final review of key concepts and practical applications.

Why Attend this Course: Wins & Losses!

- Gain a clear understanding of digital transformation in smart buildings and real estate assets.

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- Build practical knowledge of technologies used in modern real estate management.
- Improve the ability to monitor real estate asset performance through data.
- Understand how smart systems can reduce operating costs.
- Support maintenance and operational decisions using accurate performance indicators.
- Improve the ability to assess real estate development and investment opportunities.
- Recognize the role of technology in increasing real estate asset value.
- Build a practical concept for an applicable digital transformation plan.
- Improve coordination between asset management, operations, facilities, and investment teams.
- Keep pace with modern changes in real estate, smart buildings, and digital asset management.

Conclusion

This course provides a practical and structured framework for understanding Digital Transformation for Smart Buildings and Real Estate Assets, with a focus on the concepts and technologies that improve real estate management, enhance operational efficiency, and support decisions related to assets and real estate projects.

The course begins by explaining the fundamentals of digital transformation and smart buildings, then moves into the digital systems used in facility and asset management, including building management systems, Internet of Things applications, sensors, and monitoring and control platforms. It also explains how data and performance indicators can be used to analyze operational efficiency, improve maintenance, reduce costs, and support managerial and investment decisions.

Through its practical modules, participants will understand how digital transformation connects to real estate asset value, and how technology can help assess opportunities for improvement and development, evaluate operational performance, and manage risks more accurately. The course also supports the development of an initial digital transformation plan that can be applied to a building, a real estate asset, or an asset portfolio.

By the end of the course, participants will have a clear and connected understanding of how digital solutions can be used in smart buildings and real estate assets, with stronger ability to read data, identify needs, select suitable solutions, and contribute effectively to digital transformation initiatives in the real estate sector.

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