BLACKBIRD FOR TRAINING

# Asset management

21 June – 2 July 2027
Casablanca (Morocco)



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## Introduction

Effective Asset Management plays a critical role in optimizing the performance, value, and lifecycle of assets. This advanced Asset Management course provides participants with comprehensive knowledge and hands-on expertise to develop modern strategic asset management strategies. Participants will explore the latest concepts, techniques, and best practices in asset management, focusing on enhancing asset performance, reducing risks, and maximizing returns on investment. Through a mix of theoretical sessions, practical exercises, and case studies, participants will acquire the essential skills necessary for improving asset management activities and achieving professional success.

## Course Objectives

- Understanding what is asset management: Learn the asset management definition and its importance in improving asset reliability and performance.
- Explore global asset management best practices: Delve into the latest trends in global asset management and how they shape the industry.
- Develop strategies for asset planning, acquisition, and disposal: Understand how to manage the full asset lifecycle, from acquisition to disposal.
- Learn asset valuation and risk assessment techniques: Understand how to apply methods such as asset and liability management to assess and mitigate risks.
- Implement asset lifecycle management practices: Apply asset lifecycle management from planning to decommissioning.
- Gain insights into asset maintenance and reliability: Learn how to manage asset health and maintenance for maximum performance.
- Understand the role of technology and data analytics in asset management: Explore how IoT, AI, and machine learning impact modern asset management.
- Enhance decision-making in asset investments: Gain skills in asset performance measurement and reporting to make data-driven investment decisions.
- Understand legal and regulatory considerations in asset management: Learn about compliance, contracts, and sustainability in the asset management field.



## Course Outlines

### Day 1: Introduction to Asset Management

- Understanding what is asset management and its importance for organizations.
- Overview of asset management frameworks and standards.
- Key principles and concepts of asset management.

### Day 2: Asset Planning and Acquisition

- Strategic asset management and long-term investment strategies.
- Asset identification, selection, and acquisition processes.
- Financial analysis of asset investment options.

### Day 3: Asset Valuation and Risk Assessment

- Methods for asset valuation: cost-based, market-based, and income-based.
- Risk assessment techniques for asset portfolios.
- Risk mitigation strategies for asset management.

### Day 4: Asset Optimization and Performance Management

- Techniques for optimizing asset utilization and performance.
- Asset lifecycle management: planning, design, operation, and decommissioning.
- Key performance indicators KPIs to measure asset performance.

### Day 5: Asset Maintenance and Reliability Management

- Maintenance strategies: reactive, preventive, predictive, and proactive.
- Principles of Reliability-Centered Maintenance RCM.
- Condition-based monitoring for asset health.

### Day 6: Technology and Data Analytics in Asset Management

- The role of IoT, AI, and machine learning in asset management.
- Data analytics for asset performance monitoring and predictive maintenance.
- Asset management software and tools for efficient operations.

### Day 7: Financial Reporting and Decision-Making

- Financial reporting and analysis for asset management.
- Capital budgeting and decision-making for asset investments.
- Performance measurement and reporting for asset portfolios.



### Day 8: Legal and Regulatory Considerations

- Legal frameworks in asset management: contracts, leases, and compliance.
- Intellectual property rights and asset protection.
- Environmental and sustainability concerns in asset management.

### Day 9: Asset Divestment and Disposal

- Strategies for asset divestment and disposal.
- Asset retirement obligations and decommissioning processes.
- Environmental and social responsibilities in asset disposal.

### Day 10: Best Practices and Future Trends in Asset Management

- Case studies of successful asset management implementations.
- Emerging trends and future directions in global asset management.
- Developing a roadmap for strategic asset management.

## Why Attend This Course: Wins & Losses!

If you're wondering why this course is essential, here are the key benefits:

- Comprehensive understanding of asset management: Gain a solid grasp of what is asset management and its critical role in enhancing asset reliability, performance, and value.
- Access to global best practices: Learn about the latest trends in global asset management and how to apply these insights to real-world scenarios.
- Practical, real-world applications: Develop strategies for effective asset lifecycle management and understand how to apply asset management policies to improve performance.
- Cutting-edge technology: Discover the role of IoT, AI, and machine learning in improving asset management processes and decision-making.
- Informed decision-making: Learn how to use financial asset management principles to optimize investments and reduce risks in asset portfolios.

## Conclusion

By the end of this course, participants will have developed the strategic skills necessary to manage the full asset lifecycle, reduce risks, and maximize returns on investment. This training is ideal for professionals looking to understand asset management meaning, apply industry best practices, and stay ahead of future trends in asset management.

**Whether you're aiming to earn an asset management certification, or looking to enhance your knowledge in asset management analyst or asset manager positions, this course will equip you with the skills required to excel in the ever-evolving field of asset and management.**

