

EPRA-INSEAD

# Executive Programme

2023 EDITION

## Strategy for Listed Real Estate

### Programme content

DAY 1

#### PROGRAMME OPENING AND WELCOME SPEECHES

- Trends, Opportunities and Challenges: The Strategic View with guest speaker

*Networking & dinner*

DAY 2

#### STRATEGIC THINKING FOR REAL ESTATE PROFESSIONALS / MASTERING THE LAST MILE

- The key challenges and effective strategies in the real estate sector, both in existing and new sectors/markets
- The fundamental strategy questions: Why, Where and How to grow?
- Strategic framework for last-mile distribution and its relevance also to firms who are not directly in the logistics sector, investors and advisors
- Innovations in last-mile delivery and the future challenges/opportunities in distribution strategies, such as omni-channel management, drone deliveries, and emerging markets

*Dinner with guest industry speaker*

DAY 3

#### REPOSITIONING BUSINESS PORTFOLIOS AND DEFINING GROWTH STRATEGY / DATA ANALYTICS TO TRANSFORM BUSINESSES

- Approaches and strategies to analyse data in order to augment decisions and transform businesses
- Digital transformation, Big Data, Data Analytics, recent trends and the relevance in the real estate sector
- The challenges in defining business portfolios and firms' growth strategy
- The thematic investing trends affecting the real estate industry
- Adding value to new investments/businesses and creating synergies

*Programme closing & certificates*



### Introduction

Held in partnership with INSEAD, the Executive Programme is a unique, intensive course that covers the latest trends affecting the listed real estate sector post pandemic, such as thematic investing, e-commerce and logistics, digitalisation and data analytics.

This in person programme will help participants develop effective business strategies to address challenges as well as identify opportunities for repositioning and future growth, especially in the context of the broader real estate industry.

### Key benefits

- To enhance professional skills in order to develop more effective business strategies to address key challenges in their core markets, especially in the current highly volatile and uncertain business environment
- To enable real estate professionals to reposition their business portfolios and define the right growth strategy for their firm, taking advantage of thematic investing
- To equip participants with agile strategies to master the 'last mile' and improve their supply chain management
- To help participants use and analyse data in order to make decisions and take advantage of the digital transformation
- Last but not least, a unique opportunity to connect with attendees from across the listed real estate sector
- Participants will obtain an INSEAD certificate for the completion of the whole course

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*It's the first training of this kind in our industry and it answers a real need in the context of transformation. I would definitely recommend this training to colleagues!*

**Nicolas Broband**  
RESIDENTIAL STRATEGIC  
MANAGEMENT DIRECTOR, GECINA



#### DATE AND LENGTH

20-22 June 2023  
2 ½ days

#### LOCATION

INSEAD Europe Campus,  
Fontainebleau, France

#### FEE\*

€ 2,250 (VAT included)

\* This programme is an exclusive opportunity for our members, and EPRA is contributing 50% to the initial fee. Lunches, coffee breaks, opening cocktail and closing dinner are included.

Arrival on the Fontainebleau campus  
Programme start  
Programme end & departure

June 20, by 1pm CET  
June 20, at 2pm CET  
June 22, at 5pm CET

#### ACCOMMODATION COST

Per participant and per day

€ 165 - € 215 (VAT included)

Prices defined herein may be subject to taxes according to national regulations applicable. Accommodation is excluded from the programme fee. A list of hotels will be provided on campus or in the Fontainebleau area. Participants will book their own accommodation and they will be responsible for any charge in case of late cancellation.

APPLY TO THE PROGRAMME

CLICK TO ACCESS THE  
REGISTRATION FORM

#### ABOUT EPRA

EPRA, the European Public Real Estate Association, is the voice of publicly traded European listed real estate sector. With more than 280 members, covering the whole spectrum of the listed real estate industry (companies, investors and their suppliers), EPRA represents over EUR 790 billion of real estate assets and 94% of the market capitalisation of the FTSE EPRA Nareit Europe Index.

EPRA's mission is to promote, develop and represent the European public real estate sector. We achieve this through the provision of better information to investors and stakeholders, active involvement in the public and political debate, promotion of best practices and the cohesion and strengthening of the industry.

#### ABOUT INSEAD

Since 1967, INSEAD has led the way in delivering innovative and influential learning experiences for business executives around the world.

In today's rapidly changing business environment, we are not only embracing digital transformation and innovation, but also building on our strengths – including informed global perspectives, an exceptional faculty and flexible, forward looking educational practices – to take executive education to new heights.

Each year, more than 10,000 executives from leading international organisations attend over 50 open programmes. Operating from 3 campuses across Europe, Asia and the Middle East, and now a Hub in San Francisco, we provide transformational learning experiences that support your career growth at every stage.

#### PROGRAMME DIRECTOR



Professor  
**MEYER-DOYLE**

**Philipp Meyer-Doyle** is professor of strategy at INSEAD. His expertise lies in the area of corporate strategy. His research explores the micro-foundations of strategy and superior firm performance. Before becoming an academic, Philipp worked in investment banking (M&A advisory) and private equity (Real Estate).

#### CONTACT US

To secure your place on the programme, contact:

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For further information about the programme, please contact:

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