

EPRA-INSEAD

Executive Programme

2025 EDITION

Strategy for Listed Real Estate

Programme content

DAY 1 PROGRAMME OPENING AND WELCOME SPEECHES

- Rebalancing and reimagining the future in real estate: The strategic view with guest speaker

Networking & dinner

DAY 2 STRATEGIC THINKING FOR REAL ESTATE PROFESSIONALS / AI AND DATA ANALYTICS TO TRANSFORM BUSINESSES

- The key challenges and effective strategies in the real estate sector, both in existing and new sectors/markets
- The fundamental strategy questions: How to succeed in your industry and Where to grow?
- AI, Digital transformation, Big Data, Data Analytics, recent trends and the relevance in the real estate sector
- Using AI and Data to augment decisions and transform businesses

Networking & dinner with guest industry speaker

DAY 3 MASTERING THE LAST MILE / REPOSITIONING BUSINESS PORTFOLIOS AND DEFINING GROWTH STRATEGY

- 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
- The challenges in defining business portfolios and firms' growth strategy
- The thematic investing trends affecting the real estate industry and growths strategy
- 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 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

“*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
DIRECTOR OF FINANCIAL
COMMUNICATION AND INVESTOR
RELATIONS, GECINA

DATE AND LENGTH

17-19 June 2025
2 ½ days

LOCATION

INSEAD Europe Campus,
Fontainebleau, France

EPRA MEMBER FEE*

€ 2,400

* 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 17,	by	1pm	CET
June 17,	at	2pm	CET
June 19,	at	4pm	CET

ACCOMMODATION & OTHER COSTS

Per participant and per day

Hotel price range: € 175 - € 215 (VAT incl.)

Various accommodations from the INSEAD Hotel Group or in Fontainebleau itself are available via [this link](#).

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

All payments shall be made individually upon check-out by the participants. Prices will be defined on the basis of a single room, including breakfast.

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 290 members, covering the whole spectrum of the listed real estate industry (companies, investors and their suppliers), EPRA represents over EUR 840 billion of real estate assets and 95% 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:

education@epra.com

For further information about the programme, please contact:

Dilek Pekdemir, PhD.

Research Manager, EPRA

d.pekdemir@epra.com

Tel. +32 (0) 2 739 10 17

Quentin Dudebout

Client Manager, Executive Education,
INSEAD

quentin.dudebout@insead.edu

Tel. +32 (0) 2 739 10 17