

EPRA-INSEAD

Executive Programme

Strategy for Listed Real Estate - What Good Looks Like.

Programme content

DEFINE THE RIGHT GROWTH STRATEGY

- Key challenges and effective strategies in the listed real estate sector, both in existing and new sectors/markets
- Fundamental strategic questions: Why, where and how to grow?

DATA ANALYTICS TO TRANSFORM BUSINESSES

- Digital transformation, Big Data, Data Analytics, recent trends and the relevance to the listed real estate sector

REPOSITIONING BUSINESS PORTFOLIOS AND GROWTH STRATEGY

- Challenges in defining business portfolios and firms' growth strategy
- Thematic investing trends affecting the listed real estate industry
- Adding value to new investments/businesses and creating synergies

SUPPLY CHAIN MANAGEMENT MASTERING THE 'LAST MILE'

- Innovations in last mile delivery and future challenges/opportunities in distribution strategies, such as omnichannel management, drone deliveries and emerging markets
- Strategic framework for last mile distribution and its relevance to firms not necessarily in the logistics sector, investors and advisors



EPRA



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 within the current health crisis context and also post pandemic, such as thematic investing, e-commerce and logistics, digitalisation and data analytics.

This live virtual programme will help participants to 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

Programme Director



**PHILIP
MEYER-DOYLE**

Professor Meyer-Doyle is a 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).

Date and Length

**22-25 JUNE 2021
4 HALF-DAYS (MORNINGS)**

Live Virtual Delivery

Fee

€ 1.650

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 670 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.

**European companies only*

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.

Contact us

To secure your place on the programme, contact: education@epra.com

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