Training course on Retail Real Estate: Trends and Transformation

Professional Development Training Course Outline

Category	Real Estate Institute	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The global Retail Real Estate sector is undergoing an unprecedented period of disruption and transformation, driven by seismic shifts in consumer behavior, rapid technological advancements, and evolving economic landscapes. Training Course on Retail Real Estate: Trends and Transformation is meticulously designed to equip with the critical insights and strategic frameworks. This is necessary to understand these profound changes, identify emerging opportunities, and adapt their strategies to create resilient, thriving retail environments for the future. Beyond merely observing trends, this specialized discipline demands a proactive, customer-centric, and innovation-driven mindset, blending in-depth knowledge of omnichannel retailing, experiential design, data analytics, and flexible leasing models, and the leveraging of strategic repositioning and community-centric approaches to transform traditional retail spaces into vibrant, dynamic destinations that meet the demands of the modern consumer. This comprehensive 5-day program delves into nuanced methodologies for analyzing the impact of e-commerce on physical retail, mastering advanced techniques for curating tenant mixes, integrating technology for enhanced shopper experiences, and developing mixed-use properties, and exploring cutting-edge approaches to repurposing obsolete retail assets, fostering sustainability, and optimizing asset value in a volatile market. A significant focus will be placed on understanding the interplay of digital and physical retail integration (omnichannel), the rise of experiential retail, the demand for convenience and last-mile logistics, and the increasing importance of ESG (Environmental, Social, and Governance) factors. By integrating global industry case studies, analyzing real-world transformations of shopping centers and high streets worldwide (with awareness of local market dynamics in places like Nairobi where mixed-use and community-centric retail are gaining traction), and engaging in intensive hands-on site repositioning exercises, data-driven decision-making simulations, concept development workshops, and expert-led discussions, attendees will develop the strategic acumen to confidently navigate the complexities of the evolving retail real estate landscape, fostering unparalleled innovation, adaptability, and securing their position as indispensable leaders in shaping the future of physical retail.

Programme Curriculum

Training Course on Retail Real Estate: Trends and Transformation

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This comprehensive 5-day program delves into **nuanced methodologies** for **analyzing the impact of e-commerce on physical retail,** mastering **advanced techniques for curating tenant mixes, integrating technology for enhanced shopper experiences, and developing mixed-use properties**, and exploring **cutting-edge approaches** to **repurposing obsolete retail assets, fostering sustainability, and optimizing asset value in a volatile market.** A significant focus will be placed on understanding the interplay of **digital and physical retail integration (omnichannel), the rise of experiential retail, the demand for convenience and last-mile logistics, and the increasing importance of ESG (Environmental, Social, and Governance) factors.** By integrating **global industry case studies,** analyzing **real-world transformations of shopping centers and high streets worldwide (with awareness of local market dynamics in places like Nairobi where mixed-use and community-centric retail are gaining traction),** and engaging in intensive hands-on **site repositioning exercises, data-driven decision-making simulations, concept development workshops, and expert-led discussions**, attendees will develop the **strategic acumen** to confidently navigate the complexities of the evolving retail real estate landscape, fostering unparalleled **innovation, adaptability**, and securing their position as indispensable leaders in **shaping the future of physical retail.**

Course Objectives

Upon completion of this course, participants will be able to

1. **Analyze core principles and strategic responsibilities** of **navigating trends and transformation in retail real estate**.
2. **Master sophisticated techniques** for **understanding the impact of e-commerce and digital trends** on physical retail.
3. **Develop nuanced strategies** for **identifying emerging consumer behaviors** and their implications for retail spaces.
4. **Implement effective repositioning and redevelopment strategies** for **underperforming retail assets** .
5. **Manage complex tenant mix curation and experiential retail concept development**
6. **Apply robust strategies** for **integrating technology (e.g., AI, IoT) into retail environments** to enhance shopper experience.
7. **Understand the deep integration of omnichannel strategies** in modern retail real estate.
8. **Leverage knowledge of sustainable practices (ESG)** in retail property development and management.
9. **Optimize strategies for flexible leasing models and pop-up retail concepts**

10. **Formulate specialized urban planning approaches** for **mixed-use developments with strong retail components**.
11. **Conduct advanced market analysis and forecasting** for **evolving retail real estate demand**.
12. **Navigate challenging situations** such as **market oversupply, changing consumer preferences, and economic downturns**.[1]
13. **Develop a holistic, forward-thinking, and strategically adaptive approach** to **investing in and managing retail real estate amidst transformation**.

Target Audience:

This course is designed for professionals impacted by Retail Real Estate trends and transformation:

1. **Retail Real Estate Developers:** Seeking to understand and respond to new market demands.
2. **Shopping Center Owners and Operators:** Looking to revitalize and reposition their assets.
3. **Retailers (Chains and Independents):** Interested in understanding physical store strategies in an omnichannel world.
4. **Real Estate Investors and Fund Managers:** Evaluating opportunities and risks in the evolving retail sector.
5. **Property Managers:** Managing diverse retail portfolios and adapting to new operational models.
6. **Urban Planners and City Officials:** Involved in retail district development and revitalization.
7. **Financial Institutions:** Lending to or investing in retail real estate projects.
8. **Real Estate Consultants and Market Researchers:** Advising clients on retail property strategies.

Course Duration: 5 Days

Course Modules

- **Module 1: The Evolving Retail Landscape & Consumer Behavior**
    - Understanding the **forces transforming retail**: e-commerce, technology, demographics, sustainability.
    - **Shifting consumer behaviors**: desire for experiences, convenience, ethical consumption, online-to-offline.
    - The **impact of e-commerce on physical retail**: "retail apocalypse" vs. "retail renaissance".
    - **Key retail formats**: regional malls, community centers, high streets, outlet malls, specialized retail.
    - **Case Study:** Analyzing the transformation of a traditional enclosed mall into a mixed-use lifestyle center.
- **Module 2: Omnichannel Retail & Experiential Design**
    - **Omnichannel strategy**: seamless integration of online and offline channels.[2]
    - **Click-and-collect, BOPIS (Buy Online, Pick Up In Store), showrooming, webrooming**.
    - Designing for **experiential retail**: entertainment, food & beverage, services, community hubs.
    - The role of **pop-up shops and temporary activations** in retail strategy.
    - **Case Study:** Examining a retail development that successfully prioritizes experiential offerings to drive foot traffic.
- **Module 3: Repositioning & Redevelopment Strategies**
    - Identifying **underperforming retail assets** and their causes.
    - Strategies for **redevelopment**: adaptive reuse, demolition, mixed-use integration.
    - **Tenant remixing and remerchandising** for relevance.
    - Attracting **non-traditional tenants**: healthcare, education, entertainment, co-working.

    - **Case Study:** Reviewing the successful repositioning of a struggling big-box retail space into a new community anchor.
- **Module 4: Technology Integration in Retail Real Estate**
    - **Smart retail spaces**: IoT sensors for foot traffic, energy management, personalized marketing.[3]
    - **Data analytics**: leveraging consumer data for site selection, tenant mix, and promotions.
    - **AI and AR/VR applications** in retail: virtual try-ons, personalized recommendations.[4]
    - **Digital signage and interactive displays** for enhanced shopper engagement.[5]
    - **Case Study:** Exploring a retail property that has implemented cutting-edge technology to enhance tenant and shopper experiences.
- **Module 5: Flexible Leasing & Innovative Business Models**
    - The shift towards **flexible lease terms**: shorter durations, percentage rents, pop-up agreements.
    - **Co-retailing and shared spaces**: concepts for startups and emerging brands.
    - **Direct-to-Consumer (DTC) brands** opening physical footprints.[6]
    - **Subscription box services** creating physical touchpoints.
    - **Case Study:** Analyzing a retail property that successfully utilizes flexible leasing to attract a diverse and dynamic tenant base.
- **Module 6: Urban Retail & Mixed-Use Development**
    - The **resurgence of urban high streets** and downtown retail.
    - Integrating **retail into mixed-use projects**: residential, office, hospitality, and civic spaces.[7]
    - **Placemaking and community building** through retail design.
    - **Last-mile logistics and urban fulfillment centers** within retail properties.
    - **Case Study:** Examining a successful mixed-use development that seamlessly blends retail with other property types, creating a vibrant urban hub.
- **Module 7: Sustainability (ESG) & Social Impact in Retail**
    - **Green building practices** for retail properties: energy efficiency, water conservation, sustainable materials.
    - **Waste management and recycling programs** in shopping centers.
    - The role of **social impact**: supporting local businesses, community engagement, ethical sourcing.[8]
    - **ESG reporting and investor expectations** for retail real estate portfolios.
    - **Case Study:** Discussing a retail development that has achieved significant sustainability certifications and community benefits.
- **Module 8: Investment Strategies & Future Outlook**
    - **Valuation challenges** in a transforming retail market.
    - **Capital allocation strategies**: divesting distressed assets, investing in experiential or necessity retail.
    - **Risk mitigation** in volatile retail markets.
    - **Emerging opportunities**: convenience retail, medical retail, entertainment-anchored centers.
    - **Case Study:** Formulating an investment strategy for a real estate fund looking to optimize its retail portfolio for future trends.

Training Methodology

- **Interactive Workshops:** Facilitated discussions, group exercises, and problem-solving activities.
- **Case Studies:** Real-world examples to illustrate successful community-based surveillance practices.
- **Role-Playing and Simulations:** Practice engaging communities in surveillance activities.
- **Expert Presentations:** Insights from experienced public health professionals and community leaders.

- **Group Projects:** Collaborative development of community surveillance plans.
- **Action Planning:** Development of personalized action plans for implementing community-based surveillance.
- **Digital Tools and Resources:** Utilization of online platforms for collaboration and learning.
- **Peer-to-Peer Learning:** Sharing experiences and insights on community engagement.
- **Post-Training Support:** Access to online forums, mentorship, and continued learning resources.

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call +254769199797

Certification

Upon successful completion of this training, participants will be issued with a globally recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

- Participants must be conversant in English.
- Upon completion of training, participants will receive an Authorized Training Certificate.
- The course duration is flexible and can be modified to fit any number of days.
- Course fee includes facilitation, training materials, 2 coffee breaks, buffet lunch, and a Certificate upon successful completion.
- One-year post-training support, consultation, and coaching provided after the course.
- Payment should be made at least a week before the training commencement to Fineskill Training Center account, as indicated in the invoice, to enable better preparation.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

Ready to enroll or request a customized program? Book online or contact us:

Register Online Now

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