



## Asset Management Strategies Series - Key Principles

Date: 3 February 2021 (Wednesday)

Time: 9am to 12pm

CPD: CEA (2P credits under P3 -  
Other Real Estate Knowledge)

**SBF RISE  
PROGRAMME**



For eligible members of the Singapore Business Federation (SBF), this "Capability Upgrading" activity qualifies for support under the SBF Rising in Support of Enterprises (RISE) programme.

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This online training course covers the fundamental principles of asset management and will examine how the management, operation and ownership of real estate should be aligned to meet the corporate goal.

This course will provide a guide on the methods used to maximise the performance of corporate property assets whether the portfolio consists of a single property or a large range of mixed-use property.

### **LEARNING OBJECTIVES**

- Property asset strategy
- Scope of services
- Aligning corporate business plan & objective
- Strategic asset management plan
- Operational v.s. investment assets
- Property performance evaluation
- Factors affecting market rents & investment yields for different asset classes
- Measures of performance



**Course Trainer:**

**Mark Yeo**

Chief Operating Officer

Property Management Singapore and SEA

**CBRE**

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**Facilities Management Essentials:  
Digital Transformation**

Date: 18 February 2021 (Thursday)

Time: 9am to 12pm

CPD: PEB (2 PDUs)

**SBF RISE  
PROGRAMME**



For eligible members of the Singapore Business Federation (SBF), this "Capability Upgrading" activity qualifies for support under the SBF Rising in Support of Enterprises (RISE) programme.

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The digital transformation wave has already hit every industry. The facilities management (FM) sector is no exception. To some, questions such as "why needed" and "how best to do" still loom large on the horizon. The Real Estate Industry Transformation Map (ITM) and many facilities' stakeholders, including building owners and FM managers have called for the need to "go digital" in the service delivery. Industry leaders are also constantly challenged to experiment and to solve the 21st century business problems with the aid of Artificial Intelligence (AI).

The momentum of digital transformation will continue to grow with or without takers because the future work model of 'human-system-machine/robot' is what most owners or service providers believe will render productivity, operational efficiency and choices of diversity. In this course, we will examine the digital transformation journey of the facilities management sector and how businesses can adopt the appropriate strategies to move their organisation along towards digital productivity and operational efficiency.

### **LEARNING OBJECTIVES**

- Understand the 'lingo' of digital transformation in facilities management
- Assess the agility of an organisation towards digital transformation
- Understand how to identify and influence key stakeholders in the review of business strategy elements to drive digitalisation
- Learn how to adopt good practices of technology operating model to underpin business strategy
- Review of the digital transformation plan in a sustainable way



**Course Trainer:**

**Jared See**

Technology Leader,  
Technology & Data Solutions (TDS)

**C&W Services**

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