

Workshop Homeservices

Background

Household structures will be subject to significant changes over the coming years. The number of single households will further increase and in addition to that senior citizen households will become a significant factor. Another trend concerns households with more than one working household member or household members working part-time.

These developments will strongly influence future forms of housing. Commercial services related to the home will gain in importance, including various forms of online services.

In this context the following questions need to be addressed:

Which online homeservices will emerge in the future?
Which firms will specialise on providing such services?
What kind of infrastructure and logistics will such services require?

Aim

Using a theoretical and practical examination of homeservices to develop specialised services and benefits geared towards particular groups in housing projects.

Realisation

The workshop takes place as a one-day in-house seminar. A presentation of various forms of homeservices including practical examples is followed by a discussion on the relevance of these trends for the enterprise.

The programme:

| | |
|--------------|--|
| 9.00-9.30 | The role of future studies and market research in the building and housing industry |
| | |
| 9.30-11.00 | Old and new forms of Online Homeservices. |
| | |
| 11.00- 11.15 | Break |
| | |
| 11.15-12.45 | Online Homeservices: Customer expectations and needs in facts and figures. |
| | |
| 12.45-13.45 | Lunch break |
| | |
| 13.45- 15.15 | Online Homeservices: The role of providers and their significance for future forms of housing. |
| | |
| 15.15-15:30 | Coffee break |
| | |
| 15:30-16:00 | Alternative forms of Homeservices: Comparative case studies. |
| | |
| 16:00-18:00 | Conclusion: What does this imply for the enterprise? Potentials? Risks? Measures? |

Costs

For a one-day seminar (in the client's premises): 3 400,- €

This includes overhead costs, briefing, preparation and evaluation but excludes any additional expenses (travel costs etc.) and VAT.