BUSINESS AGENDA

KAZAN EXPO, NOVEMBER 13

Business coaches, leading estate agents and renowned practitioners will discuss marketing and crisis-proof sales techniques, and analyse the most problematic aspects of an estate agent's commercial operations. Guests can look forward to presentations by headline speakers and recognised experts in the fields of negotiation, leadership and public speaking. You'll discover proven strategies and practical tips to help take your sales to the next level.

NOVEMBER 11

17:00–18:30

BUSINESS PROGRAM

THE DIGITALISATION OF THE HOUSING CONSTRUCTION SECTOR

PAVILION 1, HALL 102, KAZAN EXPO INTERNATIONAL EXHIBITION CENTRE

The country's construction sector faces significant challenges in improving labour productivity and construction efficiency, as well as in reducing the investment and construction cycle and addressing the labour shortage. Digitalisation is one of the key areas for tackling these challenges and developing the housing construction market.

NOVEMBER 12

14:00–16:00

BUSINESS PROGRAM

URBAN X MGIMO ALUMNI ASSOCIATION GATHERING. STRATEGIC SESSION: 'DISSECTING THE CONSUMER: EVIDENCE-BASED METHODS ONLY'T'

KAZAN EXPO IEC

ogether with the 'Product Specialist in Property Development' training programme from URBAN x MGIMO, we'll explore what property buyers really want.

During the session:
— what consumers need and how to translate consumer needs into product solutions;
— how purchasing decisions are made from a neurobiological perspective;
— how space affects the nervous system: why wellness property is growing faster than conventional property, and which details buyers are willing to pay for;
— biometrics, neuroaesthetics and eye-tracking in property development;
— the latest analytics from marketing agencies in the property development sector and trends for 2027.

15:00–16:00

BUSINESS PROGRAM

THE VALUES MAP: HOW TO TURN THE PERSONAL VALUES OF GENERATIONS Z AND ALPHA INTO CAREER CAPITAL

PAVILION 1, HALL 102, KAZAN EXPO INTERNATIONAL EXHIBITION CENTRE

The recruitment funnel in the construction industry is running dry at school level due to a lack of meaningful perspectives. Traditional careers guidance conveys outdated images (hard hats, bricks), whilst Generation Z — and even more so Generation Alpha — think in terms of sustainable development, the environment, gamification, charity and IT. During this session, we will discuss the ecosystem of early career guidance (from the age of 14), which speaks to the new generation in their own language, and we will also examine practical case studies from property developers on career guidance and the development of future loyal employees.

NOVEMBER 13

09:20–18:30 SALES AND MARKETING DAY

REAL ESTATE BUSINESS DAY X E:FORUM

ILGAM SHAKIROV HALL

Presentations by top-tier keynote speakers on sales and personal branding as part of “E:FORUM”—a forum organized by Etagi that brings together the company’s employees, partners, and leaders.

The program includes a business session, presentations by speakers, and an awards ceremony honoring the company’s top employees for their professional achievements and contributions to business growth.

09:30–18:00 BUSINESS PROGRAM

REAL ESTATE BUSINESS DAY

PAVILION 1, HALL 2 ‘MOVEMENT’, KAZAN EXPO INTERNATIONAL EXHIBITION CENTRE

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09:30–10:00 SALES AND MARKETING DAY

HOW TO SELL WITHOUT ACTUALLY SELLING, USING TECHNOLOGY TO MANAGE PROPERTY STATUS: THE EXPERIENCE OF PREMIUM PROPERTY DEVELOPERS IN A CHALLENGING MARKET

ILGAM SHAKIROV HALL

10:00–12:00 SALES AND MARKETING DAY

CALCULATE, CREATE, SELL AND PROFIT. A HANDS-ON WORKSHOP ON FINANCIAL AND COMMERCIAL STRATEGY FOR DELIVERING PROJECTS IN TODAY’S MARKET

KAZAN EXPO IEC

A hands-on workshop on modelling land plot valuations, securing project finance and building a sales strategy. It also covers product creation, reducing the financial burden and allocating budgets, all worked through live. No slides, no fluff. Just spreadsheets, models and real-world examples.

10:00–10:30 BUSINESS PROGRAM

HOW NOT TO LOSE CUSTOMERS: CALL ANALYSIS 2.0 FROM YANDEX REAL ESTATE

PAVILION 1, HALL 2 ‘MOVEMENT’, KAZAN EXPO INTERNATIONAL EXHIBITION CENTRE

10:00–10:30 SALES AND MARKETING DAY

THE PERFECT STORM: HOW A LEADER CAN MOTIVATE THE TEAM AND NOT LOSE THEMSELVES

ILGAM SHAKIROV HALL

10:30–11:15 SALES AND MARKETING DAY

THE PATH TO SUCCESS

ILGAM SHAKIROV HALL

10:30–11:00

BUSINESS PROGRAM

TACKLING LEAD SCRAPING IN AN ERA OF FIERCE COMPETITION

PAVILION 1, HALL 2 ‘MOVEMENT’, KAZAN EXPO INTERNATIONAL EXHIBITION CENTRE

11:00–11:30

BUSINESS PROGRAM

RETARGETING. HOW TOUCHPOINTS ON SOCIAL MEDIA LEAD CUSTOMERS TO A PURCHASE

PAVILION 1, HALL 2 ‘MOVEMENT’, KAZAN EXPO INTERNATIONAL EXHIBITION CENTRE

11:15–11:45

SALES AND MARKETING DAY

MANAGING EMOTIONS: HOW TO KEEP A COOL HEAD WHEN DEADLINES, MONEY, AND NERVES ARE RUNNING HIGH

ILGAM SHAKIROV HALL

11:30–12:00

BUSINESS PROGRAM

HOW TO CONVEY VALUE THROUGH THE DETAILS: MOPS FROM THE PERSPECTIVE OF THE BUYER AND THE DEVELOPER

PAVILION 1, HALL 2 ‘MOVEMENT’, KAZAN EXPO INTERNATIONAL EXHIBITION CENTRE

11:45–12:30

SALES AND MARKETING DAY

THE VOICE OF RELIABILITY. HOW TO TALK ABOUT YOUR PROJECT SO THAT PEOPLE QUEUE UP TO WORK WITH YOU

ILGAM SHAKIROV HALL

12:00–13:00

BUSINESS PROGRAM

STAND-UP: A GOOD PRODUCT WON’T SELL ITSELF (A STAND-UP SHOW BY THE COUNTRY’S TOP PRODUCT SPECIALISTS)

PAVILION 1, HALL 2 ‘MOVEMENT’, KAZAN EXPO INTERNATIONAL EXHIBITION CENTRE

12:00–13:00

BUSINESS PROGRAM

INTER-REGIONAL SALES: HOW TO MAKE MONEY FROM PROPERTY IN MOSCOW AND SOCHI

KAZAN EXPO IEC

How to enter the Moscow and Sochi markets, expand opportunities for clients and secure higher transaction values. We’ll explore how to work safely with property in other regions, navigate an unfamiliar market and complete transactions without unnecessary risks. Practical tools, real-life case studies and strategies to help you sell property remotely with confidence.

12:30–13:00

SALES AND MARKETING DAY

CUSTOMER SERVICE: HOW TO BUILD TRUST AND BOOST SALES

ILGAM SHAKIROV HALL

14:00–14:30 BUSINESS PROGRAM

HOW TO DESIGN AN AGENCY CHANNEL: A LOOK TO THE FUTURE

PAVILION 1, HALL 2 'MOVEMENT', KAZAN EXPO INTERNATIONAL EXHIBITION CENTRE

14:10–14:50 SALES AND MARKETING DAY

PUBLIC INTERVIEW

ILGAM SHAKIROV HALL

14:30–15:00 BUSINESS PROGRAM

REALITY MASTERCLASS: '+20 PER CENT IN PROPERTY SALES CONVERSION RATES'

PAVILION 1, HALL 2 'MOVEMENT', KAZAN EXPO INTERNATIONAL EXHIBITION CENTRE

14:50–15:30 SALES AND MARKETING DAY

TRUST AS AN ALL-POWERFUL TOOL FOR COMMUNICATION

ILGAM SHAKIROV HALL

15:00–15:30 BUSINESS PROGRAM

WHAT SKILLS HELP ESTATE AGENTS CLOSE MORE DEALS THESE DAYS?

PAVILION 1, HALL 2 'MOVEMENT', KAZAN EXPO INTERNATIONAL EXHIBITION CENTRE

15:30–16:00 BUSINESS PROGRAM

SALES PITCH: HOW DO YOU FIND THE KEY THAT OPENS EVERY DOOR?

PAVILION 1, HALL 2 'MOVEMENT', KAZAN EXPO INTERNATIONAL EXHIBITION CENTRE

16:00–16:45 BUSINESS PROGRAM

5 TOOLS FOR ECO-FRIENDLY PROPERTY SALES

PAVILION 1, HALL 2 'MOVEMENT', KAZAN EXPO INTERNATIONAL EXHIBITION CENTRE

16:45–18:30 BUSINESS PROGRAM

HOW TO SELL REAL ESTATE TO SOMEONE FROM ANOTHER CITY

PAVILION 1, HALL 2 'MOVEMENT', KAZAN EXPO INTERNATIONAL EXHIBITION CENTRE

20:00–23:00 EVENING EVENTS

THE FINAL CONCERT FEATURING BASTA AND OTPETYE MOSHENNIKI

TATNEFT ARENA

The concert at the Tatneft Arena, marking the end of Construction Week, will bring together as many participants and event partners as possible. The programme features star presenters Ivan Ostroumov and Gulnaz Safarova, a music show with prize draws from partners, a performance by the band 'Otpetye Moshenniki', and Basta as the evening's headliner.

Guests will begin arriving at 7.00 pm