MERCURY

# Smart City Operations with Soft Services Solutions

28 March – 1 April 2027
Istanbul (Turkey)



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**Ref:** 15783_326696 **Date:** 28 March – 1 April 2027 **Location:** Istanbul (Turkey) **Fees:** 5500 Euro

## Introduction:

In today's rapidly urbanizing world, smart cities have a transformative approach to urban management. It aims to enhance the quality of life for residents while promoting sustainability. Central to this vision is integrating soft services solutions with non-tangible, people-focused services encompassing facility management, customer service, community engagement, and public safety. This Smart City Operations with Soft Services Solutions course explores these services' role in the seamless functioning of urban ecosystems.

Participants in this Smart City Operations with Soft Services Solutions training will learn innovative strategies and best practices for implementing soft services that optimize urban infrastructure, improve citizen experiences, and foster collaborative governance. By leveraging technology and fostering community partnerships, they will examine how soft services can enhance operations and contribute to the success of smart city initiatives.

The Smart City Operations with Soft Services Solutions course provides a comprehensive understanding of smart city operations and the integration of soft solutions services to streamline urban management. Participants will explore the concept of a smart city and how it operates, focusing on essential elements like the smart city operating system and smart city technologies and solutions.

This Smart City Operations with Soft Services Solutions training highlights the importance of soft services in creating a smoothing operational solution that enables seamless smart city services. It covers smart city technology solutions for enhanced city functions, showcasing data smart city solutions and demonstrating smart city soft strategies. Learn what smart city solutions are and the role of innovative smart city solutions in optimizing urban life.

## Targeted Groups:

- Urban planners and city officials.
- Facility management professionals.
- Community engagement specialists.
- Smart technology developers.
- Public safety and security personnel.
- Environmental sustainability advocates.
- Service providers and contractors.
- Policymakers and government agencies.
- Academic researchers and students in urban studies.
- Non-profit organizations focused on urban development.

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## Course Objectives:

At the end of this Smart City Operations with Soft Services Solutions course, the participants will be able to:

- Understand the fundamentals of smart city concepts and operations.
- Explore the role of soft services in enhancing urban livability.
- Analyze best practices for integrating technology in service delivery.
- Develop skills in community engagement and stakeholder collaboration.
- Assess the impact of soft services on urban sustainability initiatives.
- Implement effective strategies for facility and asset management.
- Utilize data analytics for informed decision-making in urban planning.
- Evaluate the performance and effectiveness of soft services solutions.
- Foster innovation in public safety and emergency response services.
- Cultivate a mindset for continuous improvement in smart city operations.

## Targeted Competencies:

By the end of this Smart City Operations with Soft Services Solutions training, the participant's competencies will:

- Strategic planning for urban services.
- Implementation of smart technologies.
- Community engagement and stakeholder management.
- Facility and asset management.
- Data analysis for urban decision-making.
- Sustainable development practices.
- Risk assessment and management.
- Effective communication and public relations.
- Collaboration and partnership building.
- Evaluation and performance measurement of services.

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## Course Content:

### Unit 1: Introduction to Smart Cities:

- Define what constitutes a smart city.
- Discuss the evolution of urbanization and smart city concepts.
- Examine key components of smart city infrastructure.
- Explore the significance of technology in urban management.
- Identify the benefits of smart city initiatives for residents.
- Analyze global examples of successful smart city implementations.

### Unit 2: Understanding Soft Services:

- Define soft services and their importance in urban settings.
- Explore different types of soft services e.g., facility management, customer support.
- Discuss the relationship between soft services and citizen satisfaction.
- Examine the role of soft services in enhancing public safety.
- Identify best practices for implementing effective soft services.
- Analyze case studies of successful soft service initiatives in smart cities.

### Unit 3: Technology Integration in Soft Services:

- Explore the role of technology in optimizing soft service delivery.
- Discuss smart technologies such as IoT, AI, and big data.
- Analyze how data collection enhances decision-making processes.
- Examine tools and platforms for service management and integration.
- Discuss cybersecurity considerations for smart city technologies.
- Identify future trends in technology that could impact soft services.

### Unit 4: Community Engagement and Stakeholder Collaboration:

- Explore the importance of community involvement in smart city initiatives.
- Discuss strategies for effective stakeholder engagement.
- Examine tools for gathering community feedback and insights.
- Analyze methods for building partnerships with local organizations.
- Discuss the role of public relations in fostering community trust.
- Evaluate case studies of successful community engagement efforts.

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## Unit 5: Performance Measurement and Continuous Improvement:

- Define key performance indicators KPIs for soft services.
- Explore techniques for measuring service effectiveness and citizen satisfaction.
- Discuss the importance of data-driven decision-making.
- Examine strategies for conducting service audits and evaluations.
- Identify methods for implementing continuous improvement practices.
- Analyze the role of feedback loops in enhancing service delivery.