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COURSE BROCHURE

Metaverse for Business Strategy and Use Cases Training Course

15 – 19 March 2027
Barcelona

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Ref: 3229_122876 **Date:** 15 – 19 March 2027 **Location:** Barcelona **Fees:** 5600 GBP

Metaverse for Business Strategy and Use Cases is a 1-week training course for strategy, innovation and marketing leaders who must decide where shared virtual spaces earn a place in the business, ending with an immersive use-case portfolio and pilot charter. Headsets, browser-based three-dimensional worlds and digital twins are now cheap enough to test, yet many early ventures closed quietly. Jupiter Prime Training runs this course on the metaverse for business.

Why Metaverse for Business Strategy and Use Cases Matters Now

Three pressures shape the subject today. Customers spend time in game worlds and virtual showrooms, so brands must weigh whether presence builds loyalty. Workforce leaders see immersive simulation cut travel and risk in onboarding. Meanwhile, finance committees remember costly launches that drew few visitors. An organisation that selects use cases against clear customer and staff outcomes gains learning at modest cost; one that chases novelty buys virtual land and empty rooms. The course rests on a staged path from opportunity scan to business case, platform choice, pilot and scaling decision.

Who Gains Most from Metaverse for Business Strategy and Use Cases

- Leaders who set the innovation agenda
- Marketing heads responsible for brand experiences and virtual showrooms
- Learning and talent leads who commission simulation for skills practice
- Product and service owners exploring digital twins
- Collaboration and workplace leads weighing virtual meeting spaces

A cross-functional innovation cell gains most when its marketing, learning and technology members attend together.

Metaverse for Business Strategy and Use Cases Capabilities

Participants trade the hype cycle for disciplined choices about avatars, spatial content and virtual venues.

- Assess immersive opportunities by customer reach, staff benefit and readiness — the innovation board's shortlist
- Build a business case linking virtual experiences to revenue, savings or risk reduction — finance committees
- Weigh open platforms, closed game worlds and private builds — technology and procurement leads
- Design a pilot with a defined audience, duration and exit criteria — sponsors and product owners
- Specify engagement and learning measures for virtual spaces — marketing and talent leaders

- Communicate a scaling or stopping recommendation backed by pilot evidence — the executive team

Key Metaverse for Business Strategy and Use Cases Terms

- Metaverse — a network of persistent, shared three-dimensional virtual spaces reached through avatars.
- Avatar — a digital figure that represents a person inside a virtual space.
- Digital twin — a live virtual replica of a physical asset, site or process fed by real operating data.
- Immersive simulation — a virtual scenario that lets staff rehearse tasks or hazards safely.
- Virtual showroom — a branded three-dimensional space where customers explore products.
- Persistence — the property that a virtual space and its objects remain and change over time.

Metaverse for Business Strategy and Use Cases Day by Day

Day 1: Immersive Landscape and Business Signals

- Immersive Technology Map of Headsets, Browsers and Game Worlds — Where Customers Already Gather
- Lessons From Closed Early Ventures — Avoiding Novelty-Driven Spending
- Customer and Workforce Behaviour in Virtual Spaces — Who Will Actually Show Up
- Sector Signals From Retail, Manufacturing and Healthcare — Relevance to the Organisation
- Opportunity Scan Canvas — Framing Candidate Immersive Ideas

Day 2: Selecting Use Cases Across the Business

- Use-Case Scoring Matrix for Reach, Benefit and Feasibility — Shortlisting Ideas
- Customer Engagement Cases Such as Showrooms and Branded Worlds — Loyalty Outcomes
- Training and Simulation Cases for Safety and Sales — Learning Outcomes
- Collaboration and Digital Twin Cases — Operational and Design Outcomes
- Accessibility, Safety and Privacy Screening — Protecting Users in Virtual Spaces

Day 3: Building the Business Case

- Benefit Logic Linking Experiences to Revenue, Savings or Risk — Funding Arguments
- Cost Model for Content, Hosting, Devices and Moderation — Total Spend Visibility
- Build, Partner or Rent Options — Speed Versus Control Trade-Offs
- Stakeholder Map of Brand, Legal, Technology and Finance — Sign-Off Path
- Scenario Ranges for Adoption — Board Tolerance for Uncertain Returns

Day 4: Platform Choice, Pilots and Measurement

- Platform Comparison of Open Worlds, Closed Worlds and Private Builds — Fit and Lock-In
- Pilot Design With Audience, Duration and Exit Criteria — Go or Stop Thresholds
- Engagement Measures Such as Dwell Time and Return Visits — Marketing Evidence
- Learning Transfer Measures for Simulation — Talent and Safety Evidence
- Content Moderation and Community Rules — Brand Protection in Live Spaces

Day 5: Practising the Immersive Use-Case Portfolio and Pilot Charter

- Applying the Scoring Matrix to Participants' Own Ideas — Portfolio Shortlist
- Applying the Cost Model and Benefit Logic — Case for One Priority Pilot
- Applying the Pilot Measures — Evidence Plan for the Sponsor
- Scaling Roadmap From Pilot to Wider Rollout — Sequencing Further Investment
- Immersive Use-Case Portfolio and Pilot Charter — Draft Presented to Peers

Applying Metaverse for Business Strategy and Use Cases After the Course

- Run a scoring session to rank current immersive ideas on the use-case matrix.
- Draft a pilot brief for the top idea for sponsor approval.

Metaverse for Business Strategy and Use Cases Questions FAQ

What is the metaverse for business and why does it matter now?

It is the use of shared virtual spaces, avatars and digital twins to engage customers, train staff and collaborate. It matters now because the technology is affordable to test, while past failures demand sharper selection and measurement.

Which roles gain most from metaverse for business strategy and use cases training?

Strategy, innovation, marketing and learning leaders gain most. You benefit most if you must recommend whether an immersive idea receives funding.

How does metaverse for business strategy and use cases differ from a technical immersive development course?

It focuses on business choices rather than building experiences. You select use cases, shape business cases, compare platforms and measure pilots.

What do you bring back from metaverse for business strategy and use cases training?

You bring back a scored portfolio of immersive ideas and a charter for one priority pilot. It sets out costs, measures and stop rules.

Metaverse for Business Strategy and Use Cases: The Way Forward

The immersive use-case portfolio and pilot charter first informs which single idea earns sponsor funding for a time-bound test. Innovation leads, marketing heads and learning owners use it to agree audience and measures. After the first pilot closes, the scoring weights deserve a second look, since real dwell time and learning evidence often reshape which ideas stay on the list.