CONCEPT

Metaverse and XR Strategy for Business: AR and VR Use Cases, Pilots and ROI

6 – 10 September 2027
Dubai - Five-star CBD venue



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Ref: 499_16732 **Date:** 6 – 10 September 2027 **Location:** Dubai - Five-star CBD venue **Fees:** 19500 SAR

Introduction:

Many organisations have bought headsets or funded a metaverse showcase that never moved beyond a demonstration, because nobody tied immersive technology to a measurable business problem, a realistic content budget or a safe rollout. This Core Concept course equips managers and innovation, learning and digital teams to build a metaverse and extended reality XR strategy for business: selecting AR, VR and mixed reality use cases, costing content, designing pilots with clear success measures and managing comfort, privacy and safety risks. Participants produce an XR Use-Case Portfolio and Pilot Plan.

Course Objectives:

- Explain the differences between AR, mixed reality, VR and the metaverse and judge vendor claims against current adoption evidence
- Match immersive delivery models and platforms, including OpenXR-based options, to training, field service, sales and collaboration needs
- Prioritise XR use cases with a scoring matrix and choose a content sourcing route for each one
- Build an XR cost model and benefits case with baseline metrics and payback scenarios
- Apply comfort, accessibility, privacy and safety controls to immersive experiences before users go live
- Design a time-boxed XR pilot with success measures and a scaling path, captured in an XR Use-Case Portfolio and Pilot Plan

Target Audience:

- Innovation and emerging technology functions responsible for testing new digital channels and proofs of concept
- Learning and development functions responsible for simulation-based training and skills programmes
- Digital and IT functions responsible for devices, platforms and the integration of immersive applications
- Operations and field service management responsible for maintenance quality, remote support and technician productivity
- Marketing, sales and customer experience management responsible for showrooms, product demonstrations and visitor engagement
- Strategy and investment appraisal functions responsible for evaluating emerging technology spending

Course Outline:

Day 1: Immersive Technology Foundations and the Metaverse Reality Check

- Reality-Virtuality Continuum: AR, Mixed Reality, VR and the XR Umbrella Term
- XR Hardware Landscape: Head-Mounted Displays, Smartglasses, Tablets and Phones
- Metaverse Hype Review: Early Promises, Corporate Losses and Current Adoption
- Enterprise XR Value Drivers: Training Cost, Error Reduction, Travel and Customer Reach
- Organisational XR Readiness Scan: Devices, Skills, Content and Network Baseline

Day 2: XR Platforms, Standards and Enterprise Use-Case Patterns

- OpenXR Cross-Device Standard and WebXR Browser Delivery at Overview
- Standalone, Tethered and Mobile AR Delivery Models Compared
- VR Training Simulation Pattern for Hazardous, Rare and High-Cost Tasks
- AR Remote Expert Assistance and Step-by-Step Work Instruction Pattern
- Virtual Showrooms, Tourism Previews and Collaborative Virtual Meeting Spaces

Day 3: Use-Case Selection, Content Production and the Business Case

- Use-Case Scoring Matrix: Value, Feasibility, Frequency and Risk
- Content Sourcing Options: In-House Studio, Agency, Off-the-Shelf Library and No-Code Authoring Tools
- 3D Asset Pipeline at Overview: Capture, Photogrammetry, Optimisation and Reuse
- XR Total Cost Model: Devices, Content, Licences, Device Management and Support
- Benefits Case: Baseline Metrics, Learning Transfer Measures and Payback Scenarios

Day 4: User Experience, Comfort, Accessibility and Risk Controls

- Immersive UX Design Principles: Onboarding, Interaction Cues and Session Length
- Motion Sickness Causes and Mitigations: Locomotion, Refresh Rate and Field of View
- Accessibility and Inclusion Checklist for Seated, Low-Vision and Hearing-Impaired Users
- Privacy and Biometric Data Risk Register: Eye Tracking, Spatial Maps and Recordings
- Physical Safety, Headset Hygiene, Harassment Moderation and Device Security Controls

Day 5: Pilot Design and the XR Use-Case Portfolio and Pilot Plan

- Pilot Charter: Hypothesis, Success Measures, Cohort Size and Exit Criteria
- Scaling Plan: Headset Fleet Management, Content Updates and Digital Twin Links
- Multi-Sector Case: Manufacturing, Healthcare, Hospitality and Energy XR Pilots Compared
- XR Use-Case Portfolio and Pilot Plan Drafting
- Steering Panel Review and Pilot Plan Defence

Skills You Will Gain:

- Immersive Technology Literacy
- XR Use-Case Prioritisation
- Content Sourcing Decisions
- XR Investment Appraisal
- Immersive Experience Design Review
- Cybersickness Risk Mitigation
- XR Privacy Risk Assessment
- Pilot Governance

Why Attend This Course:

- Leave with an XR Use-Case Portfolio and Pilot Plan already challenged by a steering panel of peers
- Separate durable immersive applications from metaverse marketing so budgets go to problems that headsets actually solve
- Brief agencies and internal teams with a clear view of what 3D content costs and how long it takes to produce
- Compare immersive pilots from manufacturing, healthcare, hospitality, energy and public services with peers from other organisations

Conclusion:

Immersive technology pays off when it is aimed at a specific task, costed honestly and tested with real users under controlled conditions. The course moves from XR foundations and a realistic view of the metaverse, through platforms, standards and proven use-case patterns, to use-case scoring, content sourcing and the business case. It then addresses user experience, motion sickness, accessibility, privacy and safety, before the final day turns this work into an XR Use-Case Portfolio and Pilot Plan ready for sponsor approval.