



# THE THINK TANK SHAPING THE TALENT ECOSYTEM



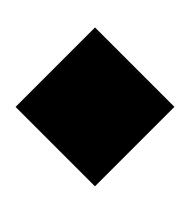






# REAL ESTATE





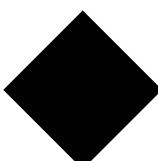












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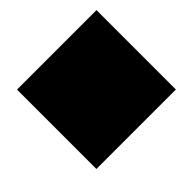




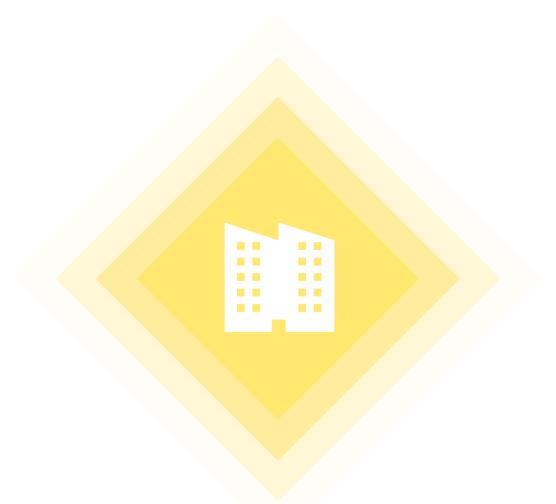












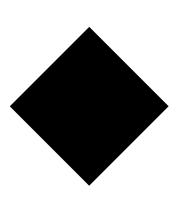
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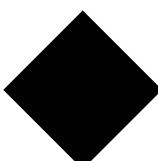












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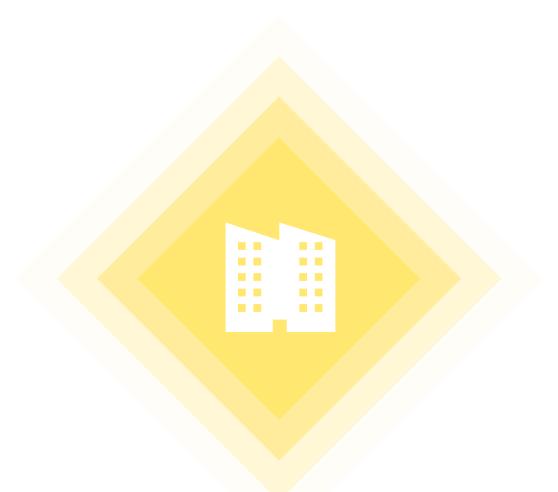












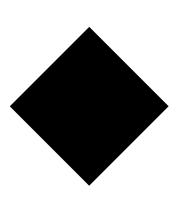
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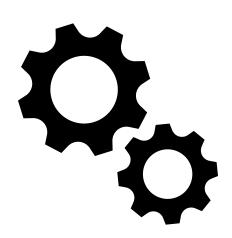












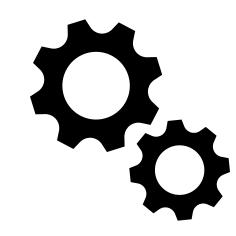








SHARING





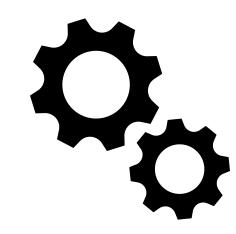


**DEVELOP** 











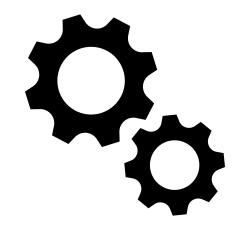


**DEVELOP** 













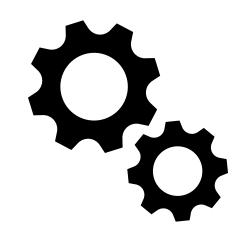


**DEVELOP** 





**SHARING** 



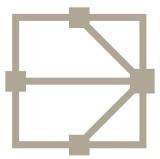








**DEVELOP** 

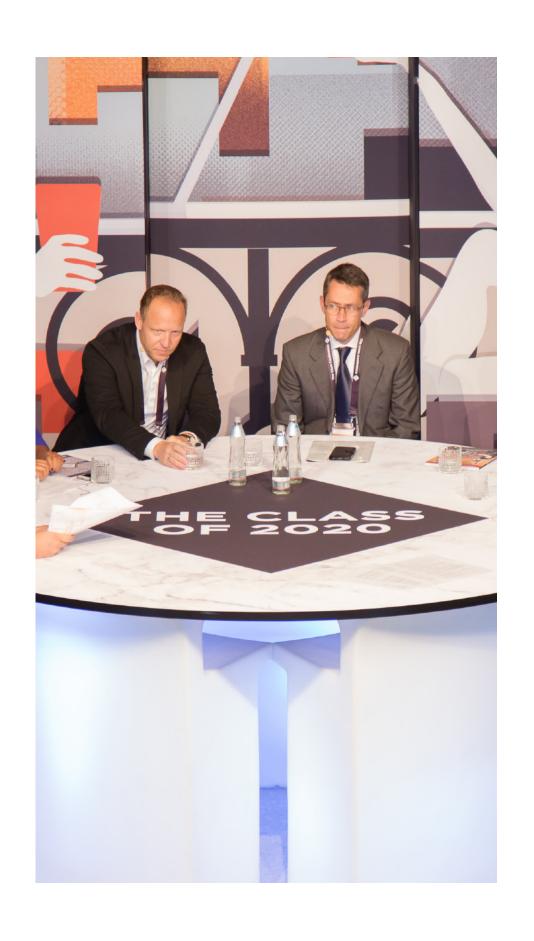


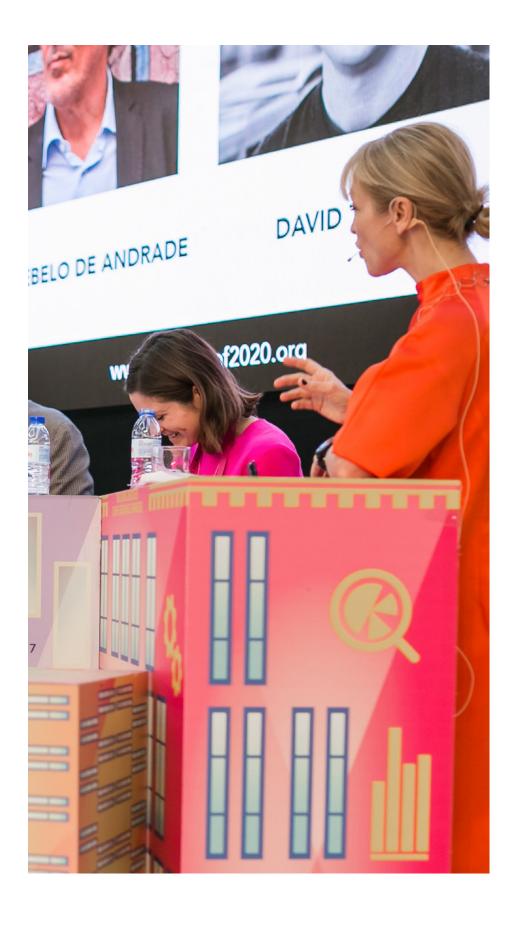
# PAST CONFERENCES

AMSTERDAM 2014 AMSTERDAM 2015 VIENNA 2016 LISBON 2017





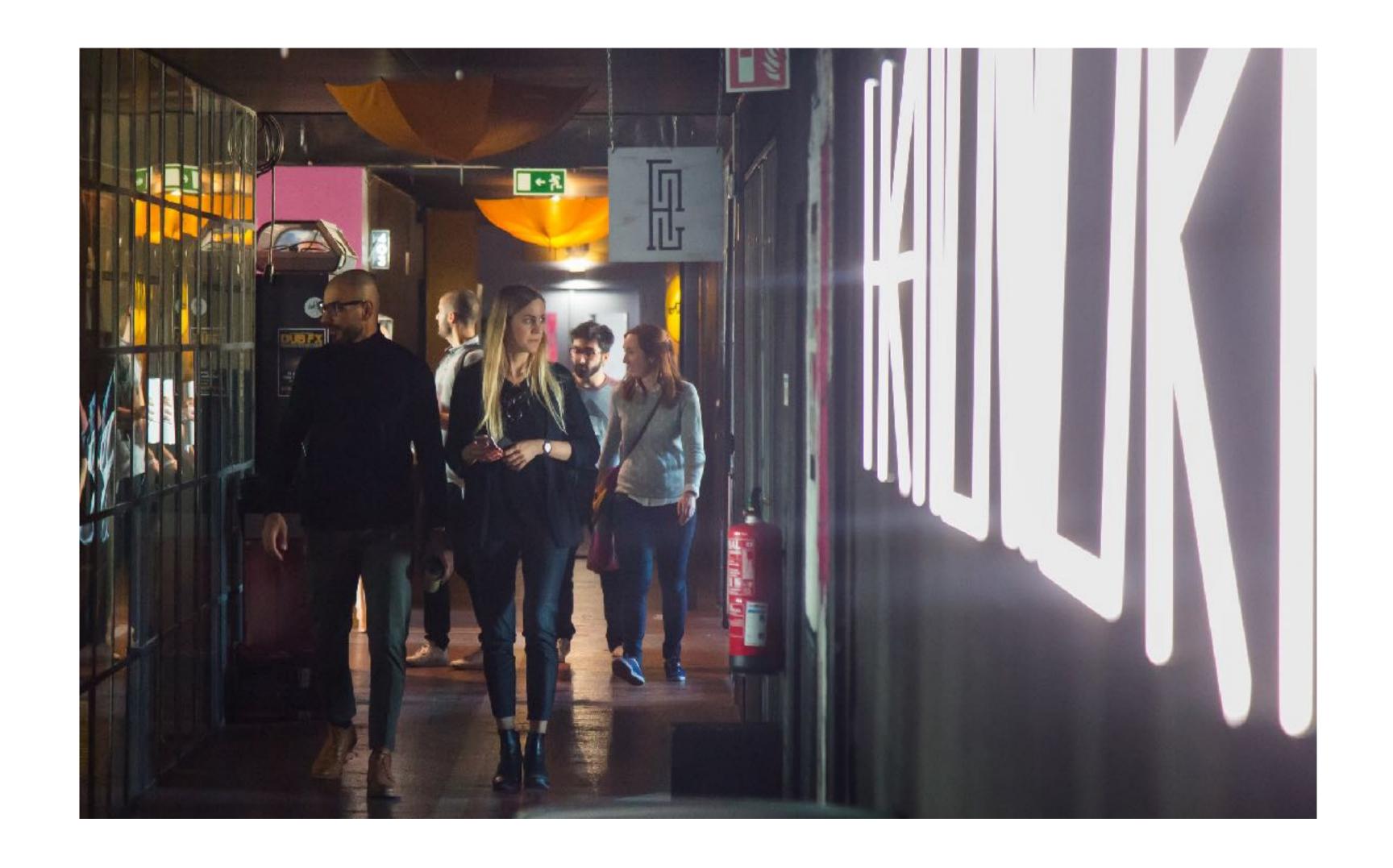




## DAY ONE

#### WELCOME AND BUS TOUR

The Bus Tour is a lively way to discover first-hand the newest talent infrastructures and student living innovations, that are flourishing in European cities.



### DAY ONE

#### PARTNER DINNER

Our Partner dinner exclusively brings together our community around delicious food, compelling conversations and - of course - great wine. The evening's peak are the Best in Class Awards that celebrates change makers in our industry.



#### **DAY TWO**

#### **CONFERENCE DAY**

The Conference Day gathers more than 70 highly recognised speakers to discuss through 20 panels the future of student living, working and learning. It equally focusses on investment trends, the future of education in Europe, the role of technology and the way talent is shaping knowledge cities. Making The Class Conference a unique place to network, deepen one's knowledge and reassemble essential insights.



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# 2017 LISBON PROGRAMME





NSBO
THE CLASS CONFERENCE 2018

# IN NUMBERS \_\_\_\_\_\_\_\_

High profile professionals from Europe and beyond

Partners connecting over dinner

Thought leaders sharing their insights

Forward-looking themed panels

Communities coming together to shape the industry

Days of experts' discussions, forecasts and inspiration

Opportunities to network

700+

**250** 

High profile professionals from Europe and beyond

Partners connecting over dinner

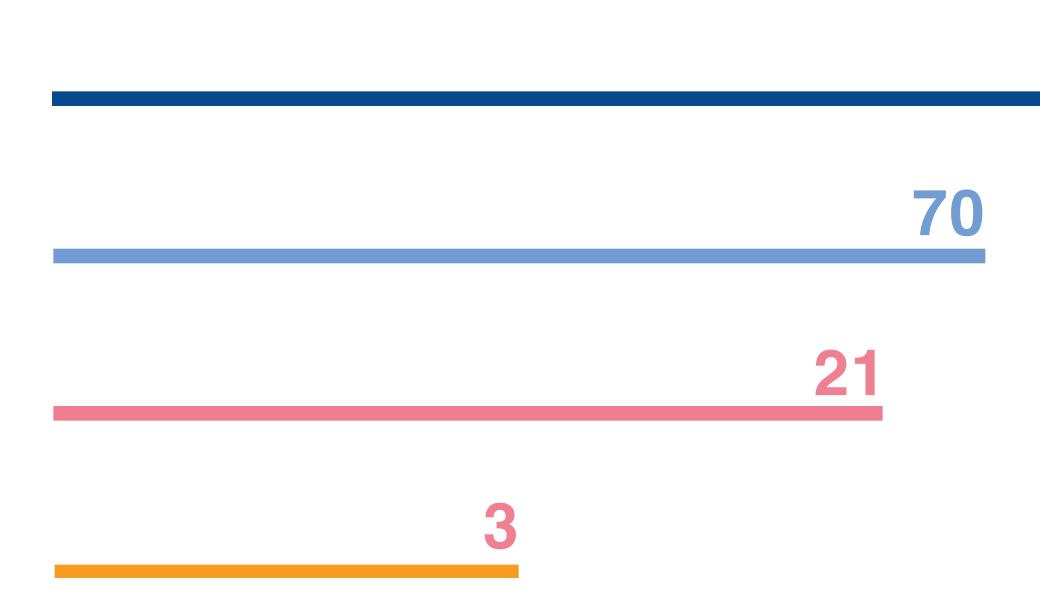
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2

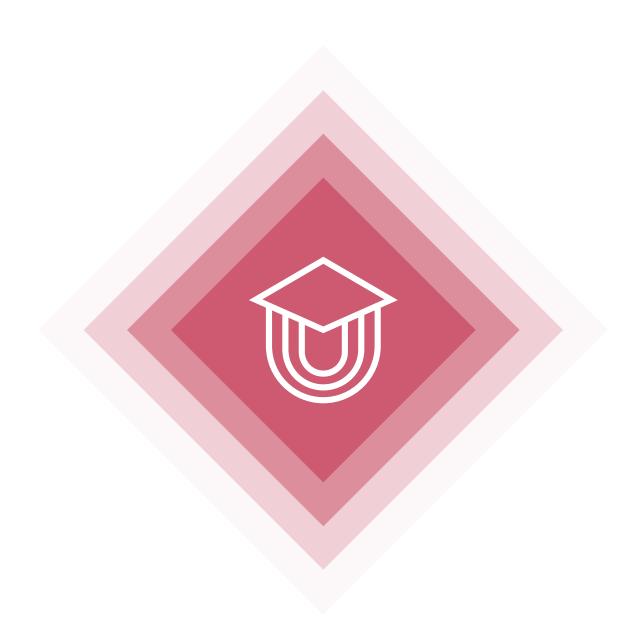
COUNTLES

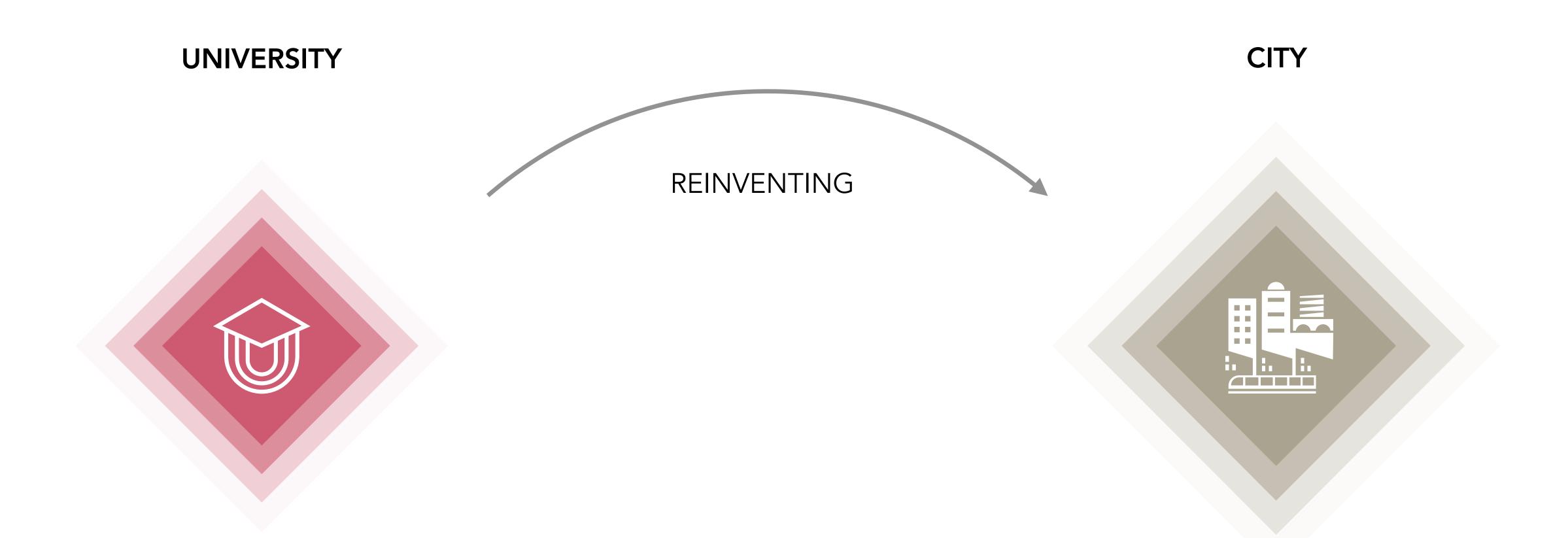


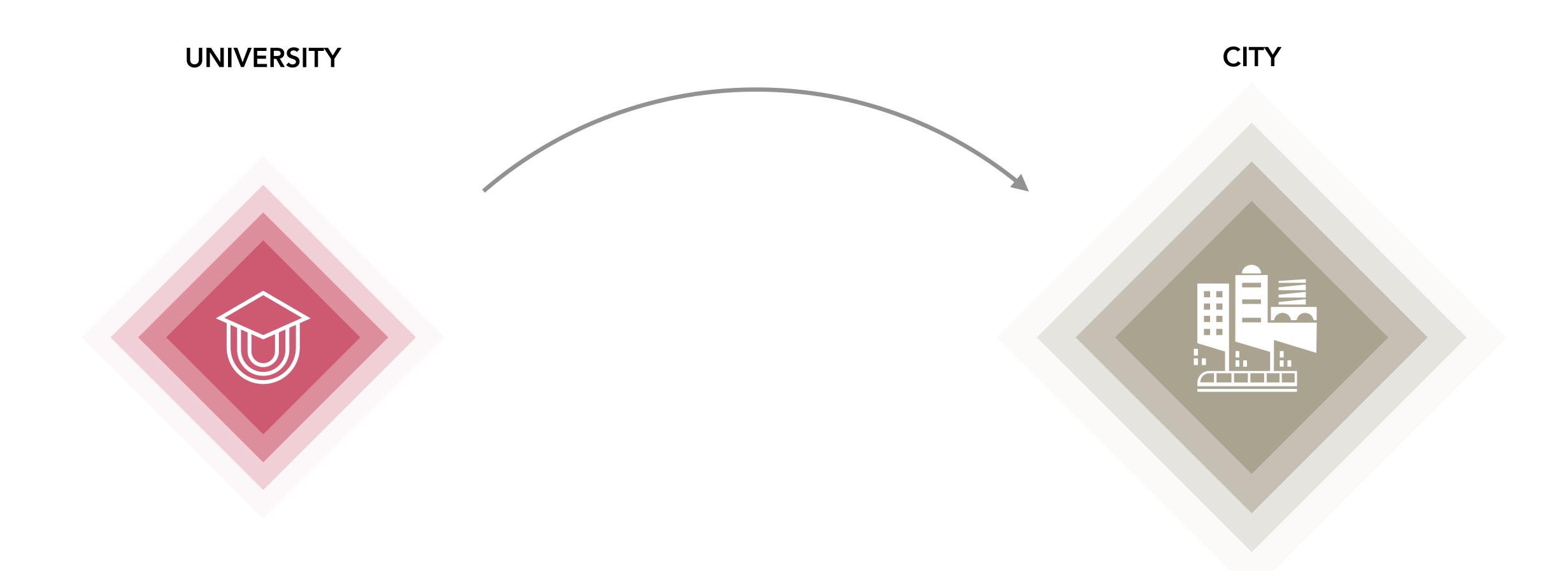
## WHY MILAN, ITALY?

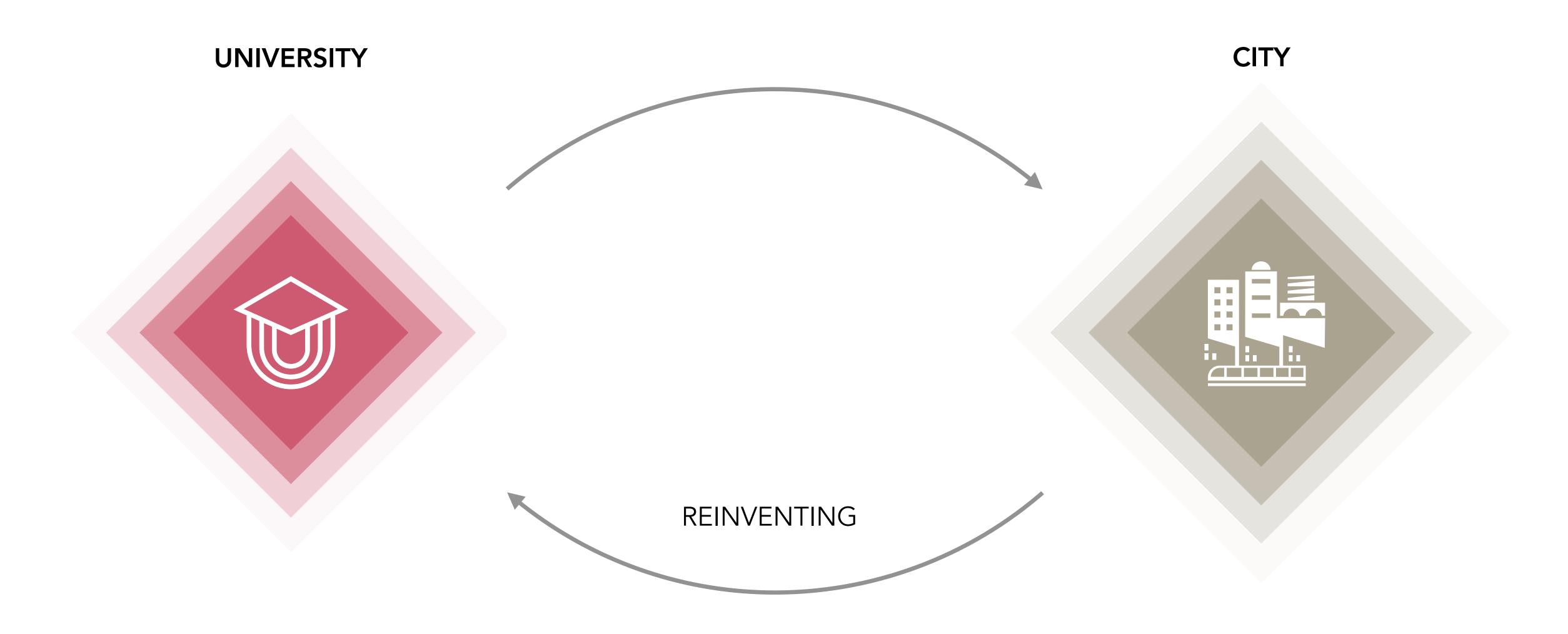
- Strong University potential
- Attractive destination fro young talents
- ◆ Big growth potential for PBSA as an emerging market
- Offers indisputably the best cuisine

UNIVERSITY



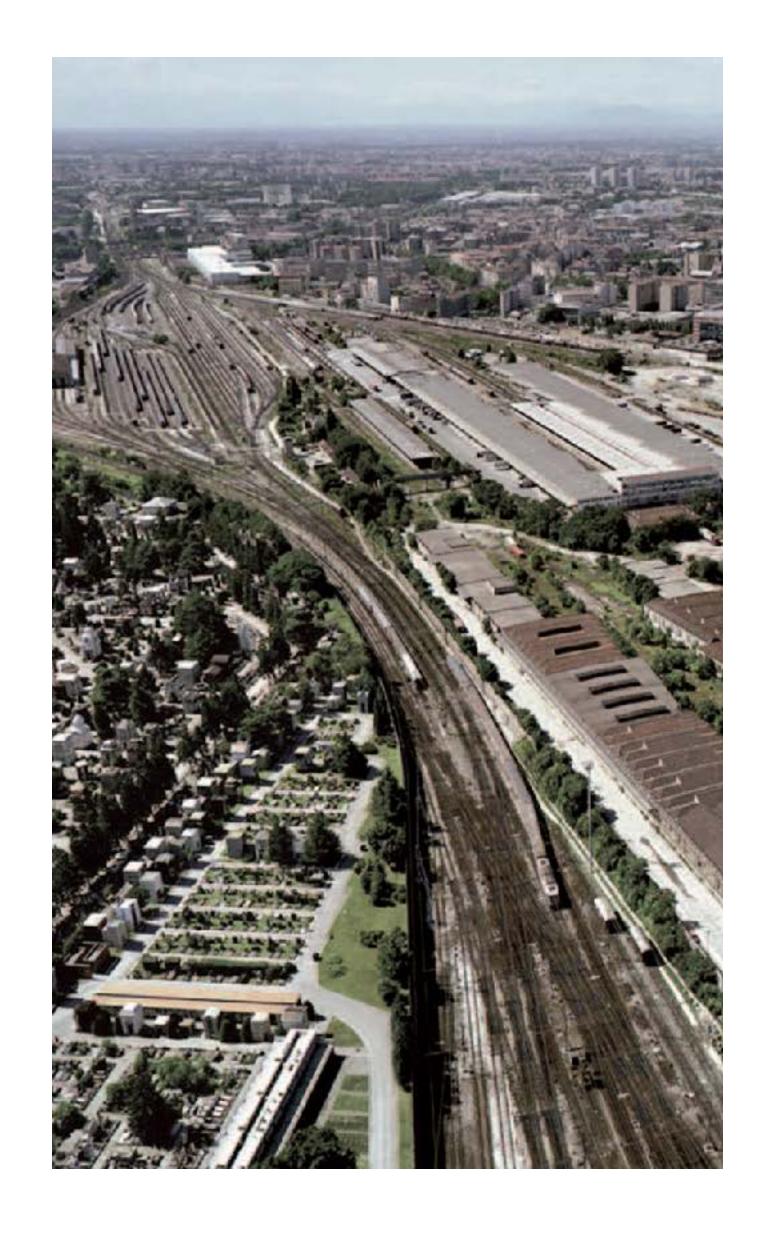






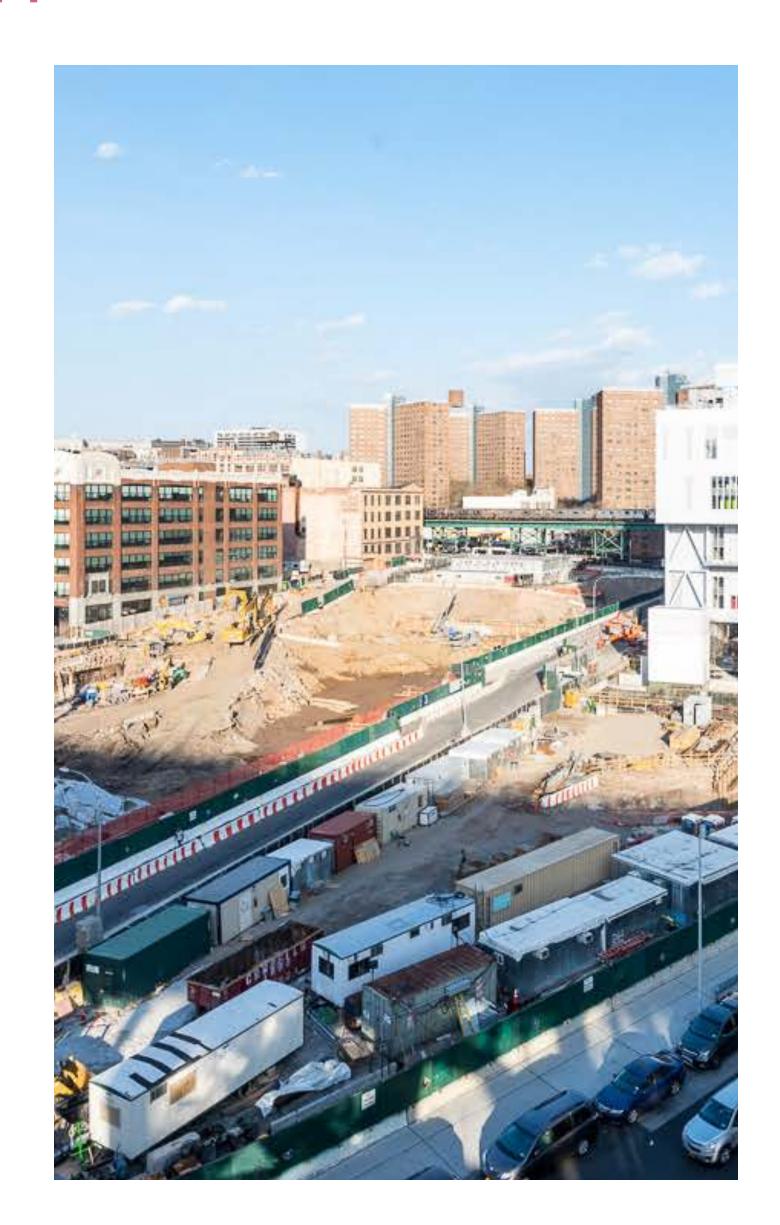


## FROM POST-INDUSTRIAL CITY





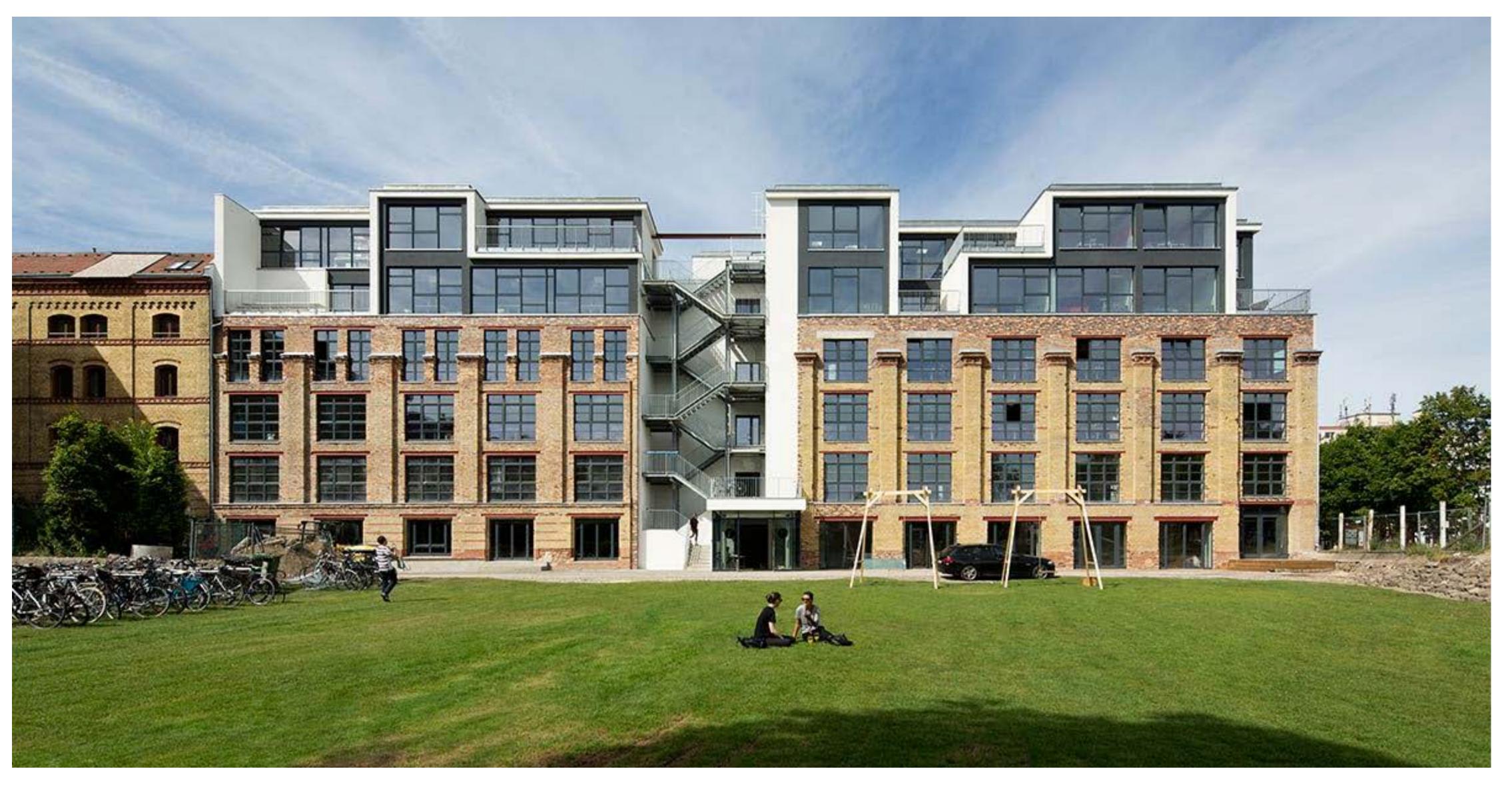




## TO URBAN CAMPUS

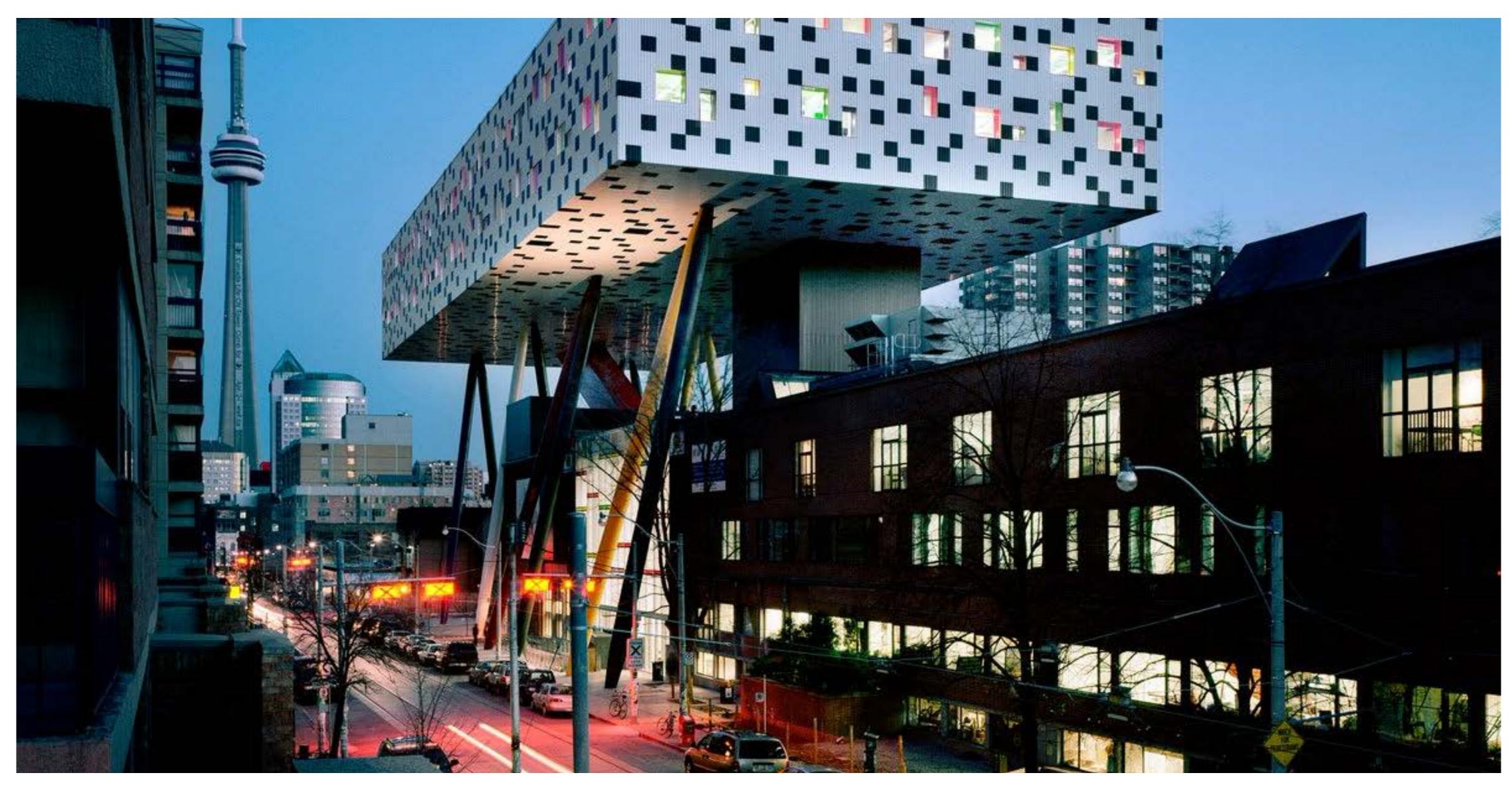


## TO URBAN CAMPUS



NSBO
THE CLASS CONFERENCE 2018

## TO URBAN CAMPUS





Italian Student Living

Best in Class Start-Up Programme

Co-Living & Co-Working

Platformisation of Things

Country Investment Briefings

- Mental Health
- Affordability
- Architecture & Placemaking
- Sustainability & Tech
- Attracting Global Talent
- Digitalisation of learning

### KEYNOTE SPEAKER PREVIEW



#### **JULIE WAGNER**

Former non-resident Senior Fellow at **Brookings Institute**President at **Urban Insight** 

"In a changing economic landscape, where innovation is increasingly collaborative, open, and convergent, cities are now able to leverage their unique assets and advantages"

#### SILVER SPONSOR



#### LOCAL AMBASSADORS







OFFICIAL SUPPLIERS





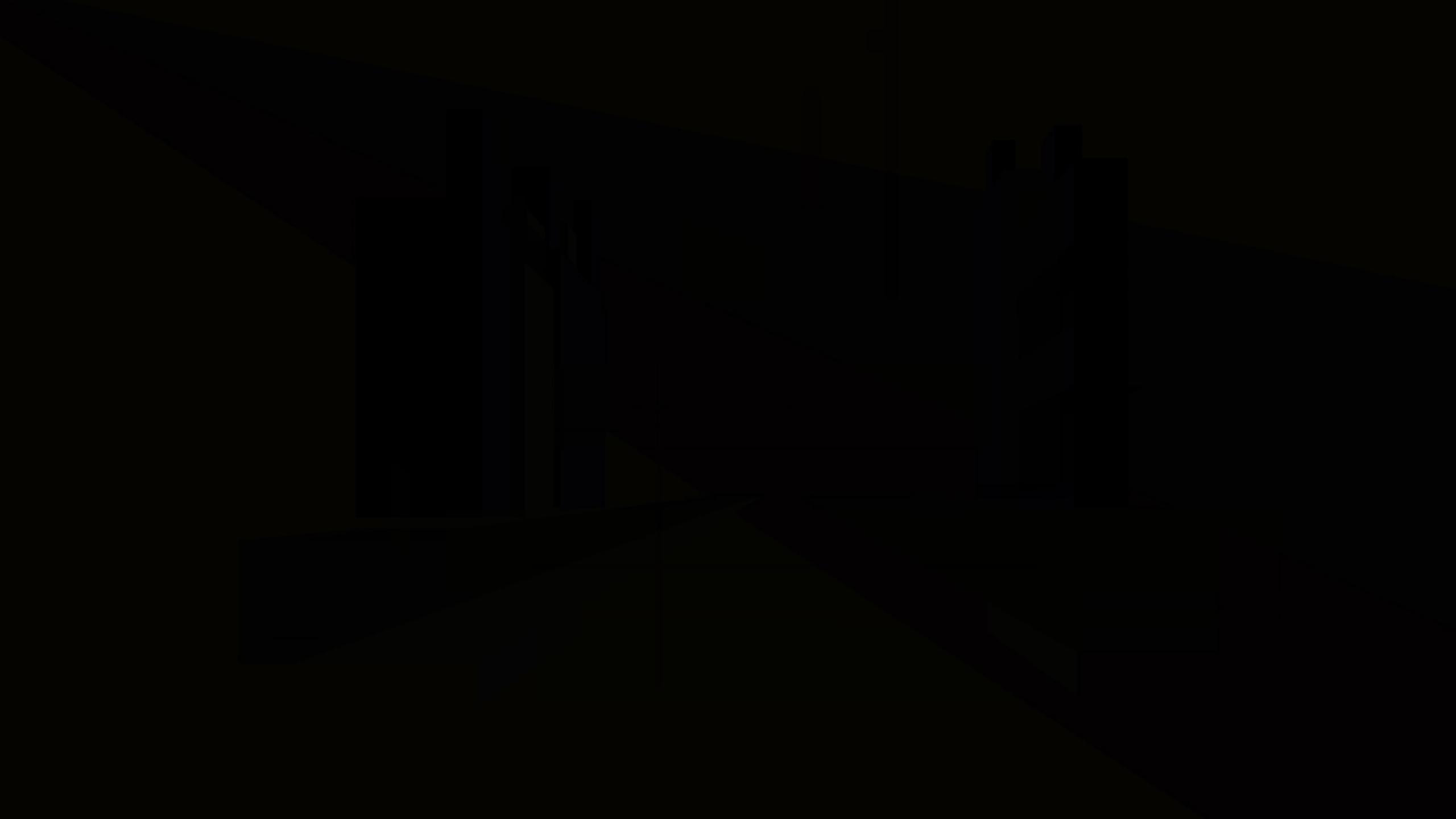
MEDIA PARTNERS











# SPECIAL DISCOUNT FOR OUR MILAN FRIENDS

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Register now at: www.theclassof2020.org





# THE CLASS CONFERENCE



Milan 14 - 15 November

Promo code: NSBOfriends2020