

# ATTENDEE ROI TOOLKIT

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CAMPUS DESIGN &  
DEVELOPMENT 2017



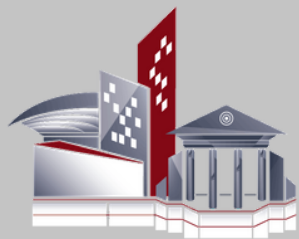
# CAMPUS

## DESIGN & DEVELOPMENT

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Campus Design & Development 2017 is your opportunity to learn about some of the biggest innovations happening in Higher Education campuses across Australia and New Zealand and learn best practice strategies shaping the future of campus design.

To make the most of your experience and help present tangible value from your attendance, use this ROI toolkit to clearly set goals and define objectives to support your organisation's investment with the host of benefits you'll receive from attending the 4th annual Campus Design & Development Summit 2017.



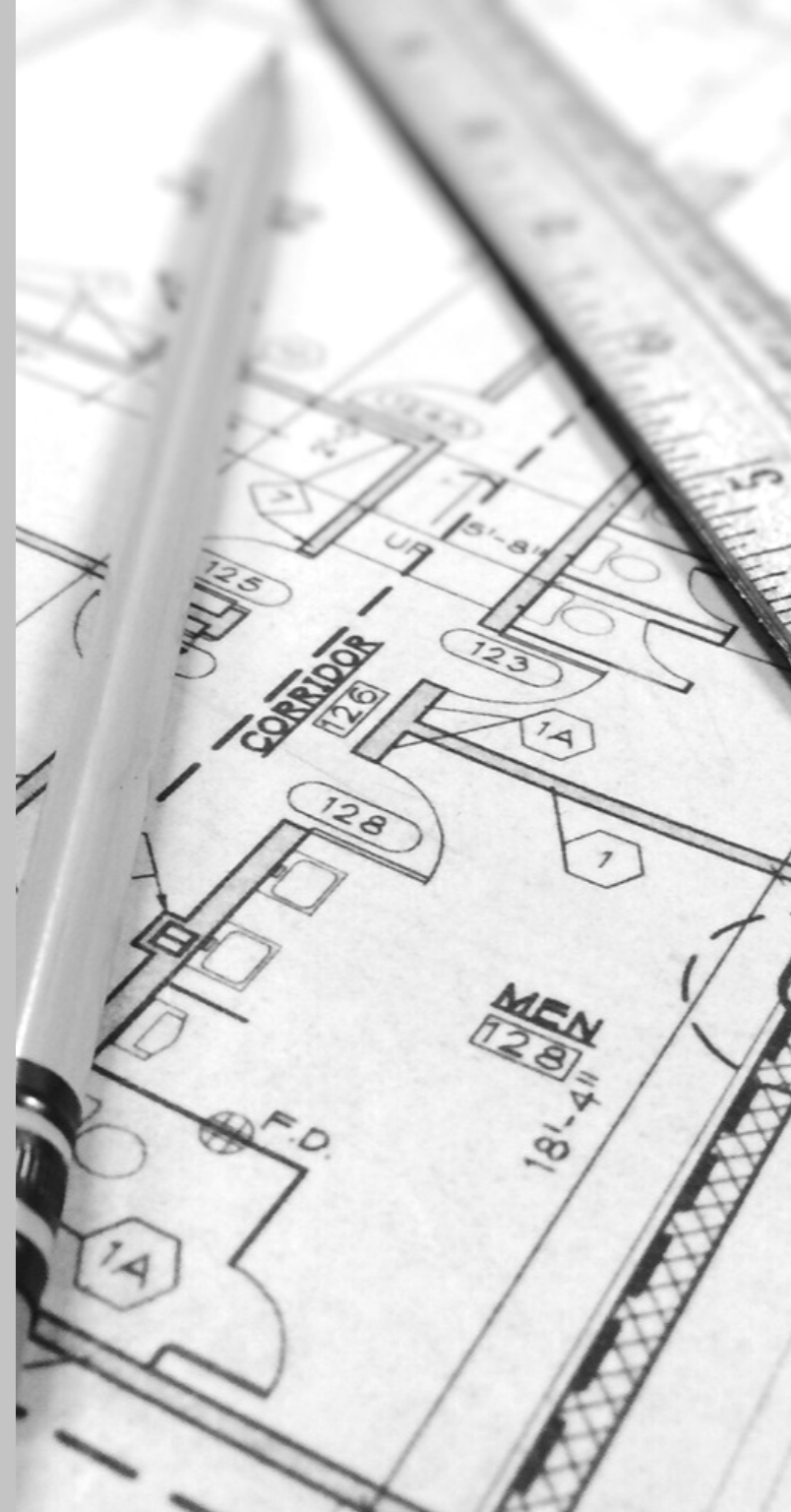
4TH ANNUAL  
**CAMPUS  
DEVELOPMENT**  
2017



31st October - 1st  
November



Rydges Sydney  
Central



# SUMMIT

## OVERVIEW

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Universities in Australia and New Zealand are investing heavily in new campus developments and upgrades in a bid to activate better student and learning experiences, attract new and international students, optimise space and boost research funding.

Campus infrastructure is a key factor that sharpens a University's competitive edge with the modern student demanding much more than the standard university experience. The 4th Annual Campus Development Conference 2017 returns with a brand new agenda that will feature both greenfield and brownfield projects that are redefining the modern campus, appealing to students and attracting greater research investment.

**Bringing together experts from the country's leading universities, the event will investigate and address:**

- Improving the all round student experience with infrastructure investment
- Driving better learning and teaching outcomes
- Activating and optimising spaces
- Embedding flexibility to increase functionality of campus infrastructure
- Developing a comprehensive campus master plan
- Strategic asset management strategies to extend infrastructure lifecycle



# 5 REASONS

## TO ATTEND CAMPUS 2017

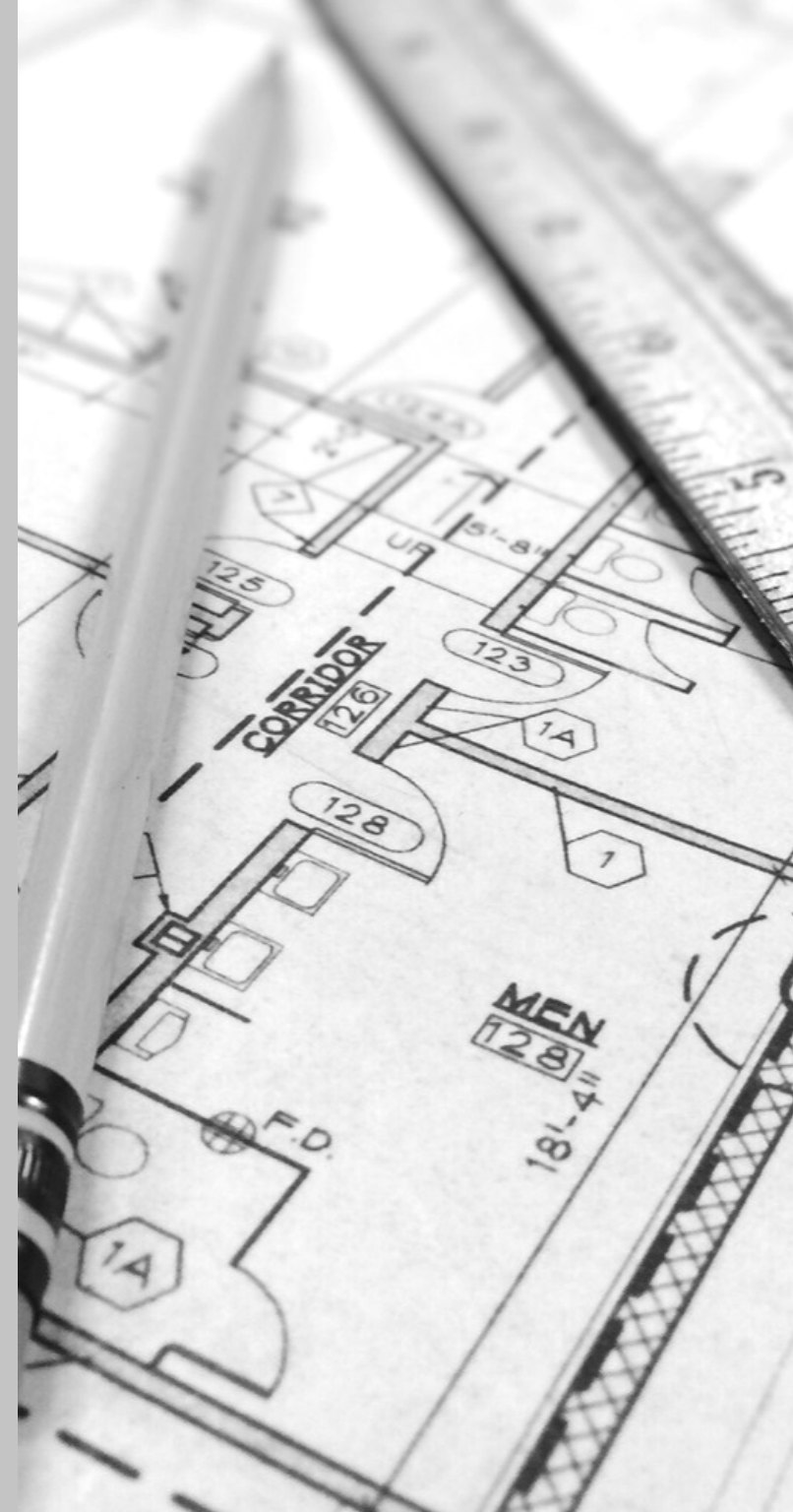
**1** **Indepth Case Studies:** Explore some of Australia and New Zealand's biggest and most innovative campus design projects.

**2** **Explore Best Practice:** Learn best practice and lessons learned from your peers before embarking on your own campus redevelopment journey.

**3** **Become a Campus Optimisation Expert:** Join an expert led, specifically tailored, interactive workshop focused on infrastructure design and management that will help unlock better learning outcomes.

**4** **Countless Networking Opportunities:** From speed networking to interactive workshops and champagne roundtables, Campus Design & Development is full of opportunities to connect and network with peers.

**5** **Benchmark Against Peers:** Bringing together experts from over 18 campus development and management projects, Campus 2017 is one of the only Australian events to give you a comprehensive view of what's happening at universities around the country.

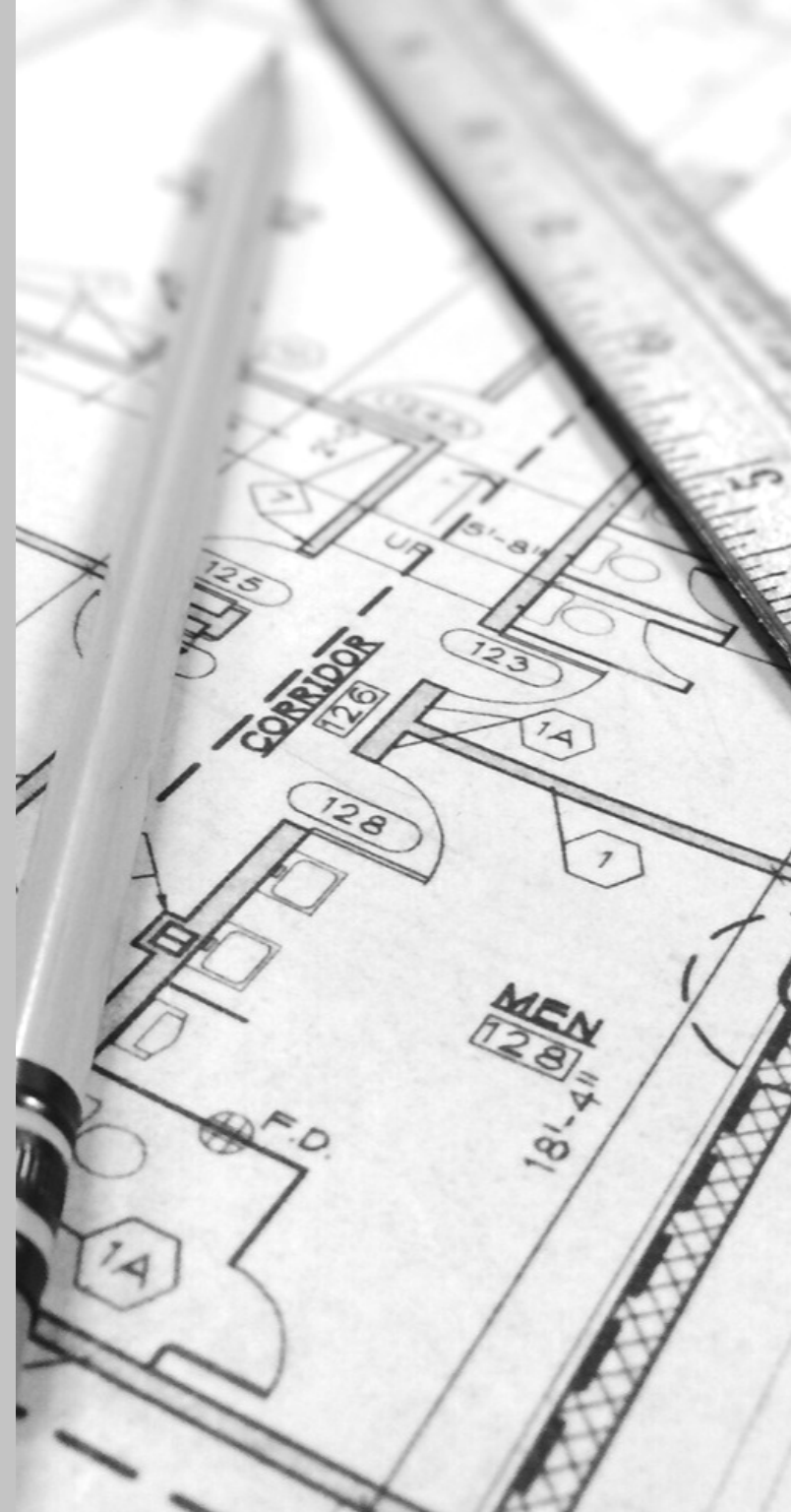


# BENEFITS

EXCLUSIVE FEATURES, CONCRETE  
BENEFITS FOR YOUR ORGANISATION

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- Expand your knowledge with insights to real-world case studies.
- Connect with peers, experts and vendors that can assist you on your campus development journey.
- Develop your campus master plan based on higher education trends and modern student needs gleaned from expert speakers.
- Learn how to optimise the utility and activation of your campus assets.
- Update asset management planning strategies to improve asset utilisation and longevity.



# APPROVAL

## SEAL THE DEAL WITH THIS CUSTOMISABLE LETTER

Dear [Approving Manager],

I'd like to request your approval to attend the 4th annual Campus Design and Development Summit taking place on the 31st of October to the 1st of November in Sydney. The event's robust agenda brings together a host of campus development experts from a number of universities and architecture firms and will focus on developing a campus master plan that activates great student experiences, optimises space utilisation and boosts research outcomes.

Breakout sessions in the afternoon will allow me to connect with my peers and address some of the biggest challenges higher education providers face in an interactive and engaging environment.

Below are a few sessions that I believe best address some of the challenges we're currently facing and will provide a sizeable return on our investment in the long run.

- **The challenge of prioritising projects in a major campus redevelopment program** - David Perry, Director, Campus Development, University of Otago
- **Aligning the campus master plan with university strategy** - Alex Lawlor, Executive Director, Property and Sustainability, University of Melbourne
- **Activating great student experiences** - Meaghan Dwyer, Principal, John Wardle Architects

As an attendee, I will return with conference presentations, content, new cross-industry relationships and best practices that we can implement immediately.

Thank you for considering my request. I look forward to discussing the event in further detail.

Best,  
[Your Name]



# CAMPUS

## DESIGN & DEVELOPMENT

We look forward to you joining us at the Campus Design and Development Summit 2017.

If you require any further information:



Download the agenda



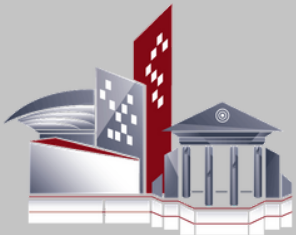
Visit the event website



Call us on 02 9229 1000



Email [enquire@iqpc.com.au](mailto:enquire@iqpc.com.au)



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