Creating the Ultimate Student Experience

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CREATING THE ULTIMATE STUDENT EXPERIENCE

We are now living in an experience era where everything - work, study and play - is increasingly being viewed through an ‘experience lens’. The traditional model of ‘build and they will come’ is no longer capable of providing attraction, involvement and a sense of belonging which are essential to enabling the creation of the ultimate student experience. We acknowledge that people want to be part of a vibrant, engaging and activated campus, one that is attractive because it understands the interests, activities and opinions of its users to ensure relevance and engagement.

In this presentation, Adam Scott, Founder and Creative Director of London's world-leading Experience Design Agency FreeState, will help us to understand how to create the ultimate student experience as the foundation for the ultimate student environment.