



THE CLASS ACADEMY

The student accommodation, coliving, hybrid hospitality and other blended living typologies are evolving rapidly across Europe. The changing needs and wants of the growing number of residents within these blended living environments are creating opportunities and challenges for all stakeholders involved. As Europe's leading think tank on the future of living, working and learning, we want to proactively work with the industry to accelerate our co-learning to be fully prepared for the current and future changes. That is why The Class of 2020 is hosting a new series of The Class Academy – an interactive training session aimed to address common challenges in order to co-create new solutions. The Class Academy's communal goal for all stakeholders involved is to learn from our peers by exchanging knowledge and experiences through real-life case studies. Ultimately, the outcomes can be put into practice immediately and elevate the day-to-day living, working and learning experiences of our community and the future generation.

Planned Academies



PropTech: Operational Excellence for Resident Satisfaction in Shared Living

Berlin, DE
Friday, 29 May

[Click here for more information](#)



Spatial Design: Maximizing Use & Value of Space in Shared Living Models

Eindhoven, NL
Friday, 16 October

[Click here for more information](#)

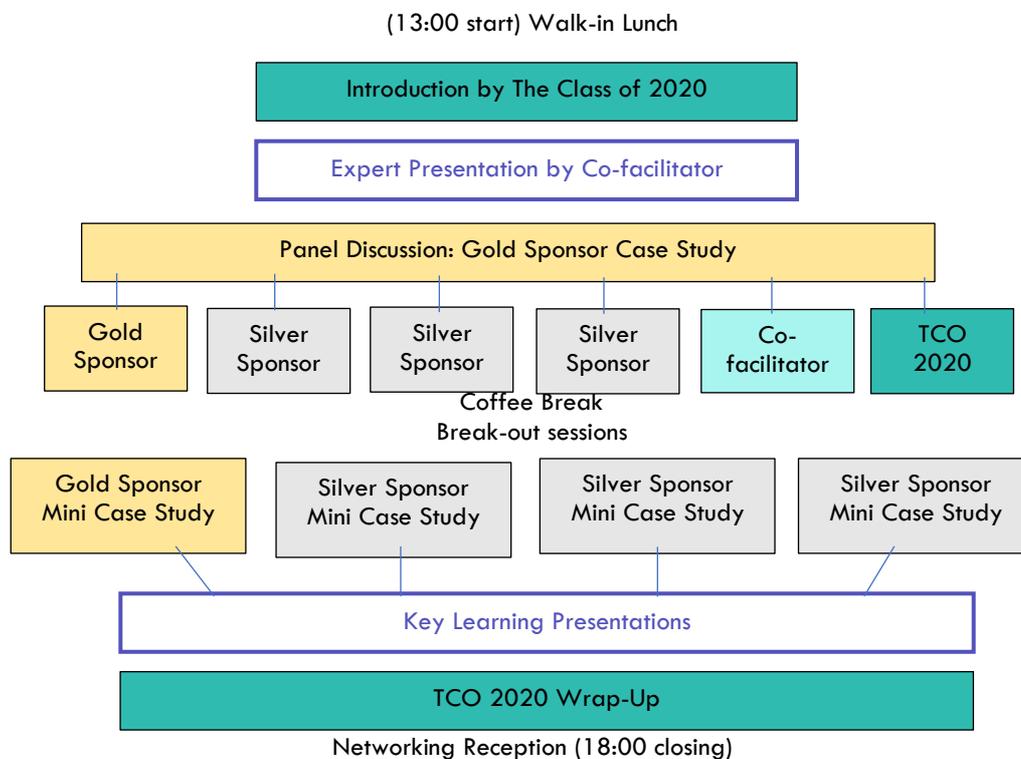
Why should you join efforts in our Academy Sessions?

We are looking for one gold, three silver, and one host sponsor who are true advocates for professionalisation of the industry to join us in this effort. Our Academy sponsors will provide participants the chance to gain insights from proven theoretical and practical models and approaches. Our case-method approach will also provide a unique platform to learn with and along peers. We will draw from real-life cases exploring outstanding successes and beautiful failures to spark action-oriented solution thinking.

What is an Academy Session like?

Our Academy evolves during an afternoon. The session kicks-off during the walk-in lunch when participants get acquainted with one another. Upon a brief introduction, participants will hear from our invited expert who will co-facilitate the session throughout the afternoon and will be presented with the main case. They also engage in break-out sessions to discuss mini-case studies in group, with the day ending with key learning presentations from each group, and with closing networking drinks. This structure allows for lots of learning and networking opportunities.

Diagram of the programme flow:



Sponsorship Options:

SPONSORSHIP BENEFITS	GOLD	SILVER	HOSTING
Onsite and digital visibility as the class academy sponsor via diverse communications, highlighting your organization as an expert in the topic and a true advocate of professionalisation of the industry.	X	X	X
Welcome remarks at the class academy.			X
Spotlighted main case at the class academy includes a full panel discussion dedicated to a real-life case study offered by the gold sponsor. The case is also sent to participants pre-event as context to the discussion.	X	X	
Speaking opportunity on main case panel.	X	X	
Moderate/lead break-out session discussion on your mini case study.	X	X	X
Complimentary tickets to attend the class academy.	6	4	2
Opportunity to incorporate your organization's research on the topic into the panel discussion.	X	X	X
Opportunity to collaborate on post-event write-up with the logo exposure and content material in the class of 2020 annual trend report .	X	X	X
Commitment:	€ 5.000	€ 3.000	*see below

* Host Sponsors are required to offer space to accommodate the audience (80 people seated +3 smaller rooms for break-out sessions), as well as catering for breaks and networking sessions, audio and visual equipment.

Reach out to Tim Neijndorff for more information on sponsorship opportunities at tim@theclasseof2020.org.