

Keynote: The Art and Science of Placemaking - Creating Great Student Experiences

Gilbert Rochecouste, VillageWell

Universities are becoming much more than learning institutions and are transforming into places to play, eat, meet, connect, and stay. Gilbert is recognised as one of the world's leading voices in Placemaking and will take us on a transformative journey into creating great and compelling student experiences. It's about creating places that people and students love.

Gilbert will present what makes a great place and what students want in the future from day and night experiences, great cultural food and beverages, global trends, pop-ups, and active and passive experiences. It's about creating a great village vibe that will make students linger longer and feel proud of their campus.

Workshop — Placemaking “Making It Happen”

Gilbert will give you the toolbox of the “how to’s” of Placemaking from:

- Powerful engagement processes
- Place activation ideas
- Working with diverse cultural groups and satisfying their needs
- DNA of a great place
- Place management and leadership

BIO

Gilbert is recognised locally and Internationally as a leading voice in Placemaking and the creation of vibrant, resilient and loved places. He is a sought after speaker and skilled facilitator for community and stakeholder engagement activities and has worked with over 1000 cities, towns, mainstreets and communities over the past 25 years. Gilbert co-founded the EPOCH Foundation promoting the adoption of business ethics. He has been on the boards of Ross House, Donkey Wheel House Trust and Hub Australia. Gilbert leads a multi-disciplinary team of Placemakers, researchers and designers