

## Call for proposal to host the 31<sup>st</sup> EURASHE Annual Conference in spring 2021

EURASHE organises its Annual Conferences since 1991 with the purpose to consider the state of the art and relevance of professional higher education in the EHEA and beyond, address upcoming trends, challenges and opportunities, provide a platform for mutual learning and exchange of experience. The Annual Conferences significantly contribute to the professional development of our members and are therefore vitally important for European professional higher education (PHE).

By attracting a diversity of delegates – heads of institutions, higher education practitioners, policymakers, academics and students – from the education community across Europe and beyond, this major event offers a valuable communication and networking platform for education experts and professionals and is characterised by its innovating and stimulating approach.

**EURASHE is now looking for an Association of Higher Education institutions or an Institution of Higher Education to host the 31<sup>st</sup> EURASHE Annual Conference, which is scheduled to take place in spring 2021.**

This Annual event of EURASHE offers the opportunity to put your association/institution at a glance and gives a visibility on the international level.

### Why host 31st EURASHE Annual Conference?

- 1. Expand the reach of your Association or Institution.** A successful conference could be an excellent opportunity to showcase your organisation to others, gather attention on social and traditional media. EURASHE always makes an agreement with media partners which cover the Annual event (interviews/articles of top speakers) in the press and launches a social media campaign prior to the Conference, organise live social media actions and ensure the post-Conference communications.
- 2. Get access to influence makers.** Our Annual Conferences always attract top leaders from the EU institutions, national and international policymakers, business representatives. EURASHE is always willing to introduce and facilitate networking between a hosting institution and relevant stakeholders by organising bilateral meetings before or during the Conference.
- 3. Establish a leadership.** Hosting EURASHE Annual Conference will establish your organisation as a driver of new ideas and ensure cooperation opportunities at the national and international level. This will also provide long-term value to your community and will help to raise your association's or institution's profile and credibility.
- 4. New ideas.** The foundation of any good conference is an excellent programme. According to EURASHE28 Annual Conference's survey results, almost **70%** of respondents believe that they will use the information obtained through the Conference **very significantly** or **significantly**.

5. **Opportunity to present your city and culture.** EURASHE Annual Conferences always include a social programme which is an outstanding opportunity for a hosting organisation to organise study visits, city tours and present the culture and the history of the city or country.

## How to apply to become a host institution of the Annual Conference?

We kindly ask you to prepare a presentation (up to 20 slides) or a proposal (up to 3 pages) which include the following details:

- **Motivation** why your organisation or institution should host EURASHE Annual Conference in 2021, the context of the timing of the conference;
- **Venue (name and photo/link to the website of the site)**<sup>1</sup>;
- **Financial commitment** to cover relevant part of the costs (Gala dinner, pre-conference reception, venue and technical equipment), **preliminary indication of the source of such funding** and **any additional possibilities of financial contribution** to the organisation of the event;
- **Proposal for a Gala dinner** (concept and place);
- **Proposal for a Social programme** (concept);
- **Any other extras** (i.e. photographer, video maker or any other extras that would contribute to making a conference more successful)
- **Single point of contact** for the preparation of the Conference;
- **Tentative proposal of any broad conference theme(s) as relevant from the host' perspective;**
- **Feasible dates** for the conference in spring 2021;
- **Commitment to follow the principles** set in EURASHE guidelines for event hosting (in Annex to this call).

Full members are encouraged to submit their proposal to host the 31<sup>st</sup> EURASHE Annual Conference to [michal.karpisek@eurashe.eu](mailto:michal.karpisek@eurashe.eu) no later than **24th April 2020**. EURASHE will select a hosting institution based on the motivation and value of the proposal.

The preparation for the Annual Conference is based on a negotiated contract between EURASHE and the organising partner. EURASHE is a non-profit organisation, which means that the financial management allows minimal financial risks which are entirely covered by the contract specifications. **There is no intention to make a profit on the event. However, the aim is to achieve at least a balanced budget while providing our participants with an excellent event experience.**

For more information, please contact EURASHE Secretariat: [dovile.sandaraitė@eurashe.eu](mailto:dovile.sandaraitė@eurashe.eu).

<sup>1</sup> **General requirements** - a location in the EHEA that has international travel connections and provides a venue which is fully equipped with technical facilities (audio-visual equipment, stages, microphones, LED video walls), technical support staff (audio and visual experts) and able to host max. 200 participants (a plenary room and catering area for coffee breaks and lunches which can accommodate 200 participants, 5 seminar rooms which can accommodate 40 to 60 participants, a separate room (up to 30 people) for the UAS Leadership Forum).

## **Annex to the Call: EURASHE guidelines for event hosting**

EURASHE events are normally hosted by members. A staff member of the Secretariat is assigned to the event, who will guide the host organisation/institution throughout the event hosting process.

The main functions of the host are to provide the local facilities for the conference, find a suitable venue and accommodation, organise the social programme, conference reception and dinner. The programme content of the event is the responsibility of EURASHE.

While hosting is an excellent opportunity to enhance an organisation's name within the sector, hosts should keep in mind that EURASHE tries to reflect the themes and priorities important for European professional higher education, but tries to respect national agenda. The host can nominate a Programme Committee member in order to have an impact on the conference focus and contributions. Therefore, the programme is prepared in consultation with the host, but the final decision on the theme/title/programme of the event remains within the Board of EURASHE.

We ask members interested in hosting an EURASHE event to follow the guidelines set out below, where stated:

### **Contract and contact persons**

The preparation of the event is based on a negotiated contract between EURASHE and the organising partner.

EURASHE and the organising partner will each nominate a person responsible for the event and a main point of contact. Both parties are responsible for regularly communicating on the proceedings and informing each other on the developments of the organisation of the event, by email or phone.

### **Host-guest list**

At the start of event preparations, the host is invited to provide EURASHE with a list of potential invitees.

### **Attendance**

Members: any member may register to attend a EURASHE event provided that their membership fee has been paid. Members benefit from a reduced registration fee.

Non-Members: non-members may also attend an EURASHE event and will pay the regular fee.

Local participants may be charged a lower fee.

Media: The host is kindly requested to inform about the possible presence of media.

### **Programme**

A first draft of the programme is prepared by the Board and Secretariat of EURASHE. The draft is then submitted to the host for their feedback and suggestions and for proposing potential speakers. The programme must not be confirmed until after the Board has approved it. Ideally, we aim for speakers to be confirmed at least two months prior to the event, mainly for budget and logistical reasons.

### **Format of events**

We encourage a mix of plenary sessions and panel discussions or working group discussions as they are more interactive and boost audience engagement.

## Inviting speakers

EURASHE is responsible for selecting the speakers. Speaker invitations are normally sent via EURASHE. If some are sent via the host, we will ask for a record of contact email addresses so that we can have a comprehensive participants list and that speakers can be contacted regarding any logistical issues and thanked on behalf of EURASHE.

## Marketing the event

As a host, your organisation/institution will appear on all materials related to the event. We require the host's logo in a high-resolution format in order for it to be featured on the event material.

Once the event has been confirmed, the event will be listed on our event webpage and a Save the Date invitation will be issued through our Members' Bulletin and/or Newsletter, ideally four months before the event date. We will send a full invitation to our members as soon as the programme is finalised (this does not mean that all speakers will have to be confirmed). A final reminder invitation is sent a month before the event.

The host is requested to appoint a person in charge of event communications and promote the event at local/regional level. While EURASHE uses its regular dissemination tools for promotion at European level, we expect the host to ensure proper promotion at local/regional level in order to bring local participants. Before disseminating the event, EURASHE and the host discuss and agree on the promotional strategy.

## Registrations

EURASHE manages all registrations through its website.

Should the host wish to issue their own invitations, they will need to include the link to the online registration page.

## Costs

EURASHE does not charge members to host events, but the host usually offers:

- the venue;
- local transportation;
- social programme;
- pre-conference reception;
- dinner;
- experienced photographer and/or video maker;
- junior staff or students to assist with the event organisation and participants' requests;
- any other expenses as offered in the proposal.

EURASHE usually covers:

- catering expenses;
- printed material or venue decorations;
- travel and accommodation for the speakers and staff.

This division of costs may be negotiable if all parties agree. The budget and final division of costs will be mentioned in the contract between EURASHE and the host.

## Logistics

EURASHE and the host will each provide assistants (the number varies according to the size of the event) to help out with registration, ushering attendees to their seats, guiding them to the rooms, etc.

## Responsibilities

EURASHE is usually responsible for:

- the programme content;
- the registrations;
- selecting and inviting speakers;
- advertising the event and liaising with international media;
- preparing name badges and table names for speakers;
- printing the documents to be included in the delegate bags;
- preparing delegate bags.

The host is usually responsible for:

- finding a suitable venue and caterer;
- advertising the event on the local level and liaising with local media;
- providing technical support;
- providing a list of hotels close to the venue and with different price ranges;
- liaising with local service providers;
- organising local transportation (if needed), the social programme, reception and dinner (if any);
- preparing signs for the venue (if needed).

## Contact

Should you wish to discuss EURASHE hosting opportunities or have any queries regarding the process of hosting an event, please contact the EURASHE Secretariat at [dovile.sandaraite@eurashe.eu](mailto:dovile.sandaraite@eurashe.eu).