



CALL FOR PROPOSAL TO HOST THE 33rd EURASHE ANNUAL CONFERENCE IN SPRING 2024





Since 1991, EURASHE has organised an Annual Conference, the purpose of which is to consider the state of the art and relevance of professional higher education in the EHEA and beyond, address upcoming trends, challenges and opportunities, and provide a platform for mutual learning and exchange of experience. The Annual Conferences greatly contribute to the development of our members, and are therefore vitally important for European professional higher education.

By attracting a diversity of delegates – heads of institutions, higher education practitioners, policy-makers, 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 innovative and stimulating approach. Furthermore, in 2022 EURASHE launched the PHE stars awards, which provide recognition to outstanding examples of policy and practice in the field of professional higher education, with the award ceremony taking place at the end of the Annual Conference.

EURASHE is now looking for an association of Higher Education or an institution of Higher Education to host the 33rd EURASHE Annual Conference, which is scheduled to take place in the spring of 2024.

The Annual Conference offers the opportunity to put your association/institution at the forefront of EURASHE, providing visibility on the international scene. It also offers your institution, stakeholders and partners at local and national level the chance to meet international delegates, build relationships and join new networks.

Any EURASHE member may submit a proposal, which should offer:

- A location in the EHEA with international travel connections and provides a venue to host up to 250 participants (a plenary room and catering area which can accommodate 250 participants, five seminar rooms that can accommodate between 30 to 60 participants each);
- Single point of contact for the preparation of the Conference;
- Tentative proposal of any broad conference theme(s) as relevant from the host' perspective;
- A range of feasible dates for the conference in spring 2024;
- Commitment to follow the EURASHE guidelines for event hosting (see Annex).

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

The preparation 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.

Full members are encouraged to submit their expression of interest to host the 33rd EURASHE Annual Conference by 14 April 2023.

For more information, please contact EURASHE Secretariat: maite.de.jesus@eurashe.eu



Annex to the Call: EURASHE guidelines for event hosting

As approved by the EURASHE Board on 19 February 2016

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.

While hosting is a great opportunity to enhance an organisation's name within the sector, hosts should keep in mind that EURASHE events must appeal to all of our members. 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 a EURASHE event to follow the guidelines set out below, where stated:

Contract and contact persons

Organisation of the event is based on a negotiated contract between EURASHE and the host partner. EURASHE and the host 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 a EURASHE event and will pay the regular fee.

Local participants are charged a lower fee.

Media: EURASHE must confirm with the speakers if they are happy for any recognised press to attend. Therefore, 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 it has been approved by the Board. Ideally, we aim for speakers to be confirmed at least two months prior to the event, mainly for budgetary 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 encourage 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 prior to the event.

The host is requested to 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 (if unable to host in their premises);
- local transportation;
- social programme;
- gala dinner.

EURASHE usually covers:

- catering expenses;
- branding material;
- travel and accommodation for the speakers and staff.

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

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 profit on the event. Events may be financed by project funds or registration fees. The financial outcome should achieve break-even point. Profits are attributed to EURASHE. Losses are shared between EURASHE and the host evenly.



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. The assistants provided by the host will also help out with technical assistance and take care of the equipment.

Responsibilities

EURASHE is usually responsible for:

- the programme content;
- the registrations;
- selecting and inviting speakers;
- advertising the event;
- 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;
- 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);
- advertising the event;
- inviting speakers from the hosting country;
- 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 maite.de.jesus@eurashe.eu

Please, send your application dossier via email to maite.de.jesus@eurashe.eu under the subject “33rd EURASHE Annual Conference”.

