Call for hosts

EURASHE Annual Conferences in 2028 and 2029

What is a EURASHE conference?

Since 1991, EURASHE Annual Conferences consider the state of the art and relevance of applied higher education in the EHEA and beyond, address upcoming trends, challenges and opportunities, provide a platform for mutual learning and exchange of experiences. Our Annual Conferences attract a diversity of delegates – Rectors and Vice Rectors, higher education practitioners, policymakers and academics – from the applied higher education community across Europe and beyond (Canada, India, Türkiye among others), offering a valuable communication and networking platform for education experts and professionals.

EURASHE is now accepting applications from institutions to host its 37th and 38th Annual Conferences in spring 2028 and 2029.

Event characteristics

EURASHE conferences typically last up to three days, with the core programme spreading over the course of 1.5 days. An example can be found below:

Day 0 – PRE-CONFERENCE (TUESDAY)	
Afternoon	EURASHE Board meeting EURASHE General Assembly
Evening	Pre-conference reception
DAY 1 – CONFERENCE (WEDNESDAY)	
Full day (9:00 – 17:00)	Keynote speeches, plenary and breakout sessions Coffee breaks and lunch provided
Evening	Gala dinner
DAY 2 – CONFERENCE (THURSDAY)	
Half day (9:00 – 14:00)	Keynote speeches, plenary and breakout sessions Coffee breaks and lunch provided
Afternoon	Social programme

Why host a EURASHE conference?

With 250+ participants from all over Europe and beyond, EURASHE conferences provide a unique opportunity for our members to put their institution and country in the spotlight. Specifically, by hosting our conference you will:

1. **Gain visibility at international level.** A successful conference is an excellent moment to showcase your organisation to others, gather attention on social and traditional media, and raise the profile of your institution.
2. **Bring Europe home.** As a pan-European association based in Brussels, EURASHE holds contacts with higher education professionals and institutions in more than 35 countries. By receiving this community, you will bring Europe (and the world!) directly to your doorstep.
3. **Get closer to European policymaking.** EURASHE is a trusted interlocutor within European policy and stakeholder ecosystems. By hosting our conference, you will interact with policymakers and learn more about how the European institutions operate.
4. **Showcase your city and culture.** Our conferences always include a social programme, which is an outstanding opportunity for the host to organise study visits, city tours, and present the culture and history of the city or country.

Responsibilities of the host institution

Facilities

EURASHE members (individual institutions and national associations) wishing to host a EURASHE conference should be ready to offer the following:

- A location in the EHEA with international travel connections;
- A venue with a capacity of 250 participants, with availability for the following rooms:
    - A plenary room and catering area that can accommodate 250 participants;
    - Five seminar rooms with a capacity of 30-50 people each;
    - One seminar room to hold the EURASHE General Assembly (60-80 people);
    - A registration desk;
    - A cloakroom;
    - One room reserved for EURASHE staff (7-10 people).
- Suitable venues to host the pre-conference reception (150 people) and gala dinner (250 people).

Technical and audio-visual equipment

Room	Equipment needed
Plenary room	Stage, microphones (at least 3), speakers, lights, screen, projector, lectern, clicker. This room should offer the possibility to stream part of the conference programme on YouTube.
Seminar rooms	Microphone, speakers, screen/projector, HDMI cable, lectern, clicker.
General Assembly room	Microphones (at least 2), speakers, screen/projector, HDMI cable, lectern, clicker. This room should offer the possibility to hold a hybrid meeting (i.e. with participants in person and online).

The venues selected for the pre-conference reception and gala dinner should also provide a microphone and speaker for speech delivery. A stage will not be required in this case.

Task distribution

The table below provides an overview of the division of tasks between EURASHE and the host institution. Costs are also divided equally between the partners according to this table.

EURASHE	Host institution
Catering (lunch and coffee breaks)	Venue and decorations
Promotional materials (e.g. brochures, roll-up, tote bags, etc.)	Social programme
Travel and accommodation for speakers and staff	Technical equipment
Programme content	Photographer/videographer
Registrations	List of suggested hotels
Speaker management	Liaison with local service providers
Online promotion (e.g. through social media, email campaigns)	On-site promotion (e.g. through local media, radio, TV, newspapers)

Staff

Institutions wishing to host a EURASHE conference must be prepared to involve the following staff members before and during the event:

- **Two main points of contact.** These colleagues will work directly with the EURASHE events team, holding regular (monthly) meetings and relaying information to other colleagues at the host institution. Both points of contact must be comfortable with speaking and working in English.

- **Communications/events staff** (may be nominated as the points of contact described above). These colleagues will support with on-site promotion and contact with local media and news agencies, as well as logistics and practical planning.
- **Technical support staff** (audio and visual experts) to prepare the event and help with technical issues. At least one staff member should be available for a briefing with the EURASHE team on the day before the conference.
- **Students** (around 8) to provide additional hands on deck throughout the event.

Application procedure

All EURASHE members (individual institutions as well as national associations) are welcome to submit a proposal to host the Annual Conference. Interested applicants should send their application as **one PDF file** containing:

- Introduction to the institution applying to host the conference, including information about the city/country in which the event would take place;
- Detailed explanation of the proposed facilities (including pictures) and technical equipment available;
- Suggestions for venues to host the pre-conference reception and gala dinner, including pictures;
- Suggestions for social programme activities;
- Proposed dates of the conference, which should fall on a Wednesday and Thursday between the last week of April and the first week of June. Also indicate the year in which you wish to host the conference. (Example: 10-11 May 2028 / 6-7 June 2029)

The EURASHE Board will select the host, taking into consideration the facilities offered as well as the location, to ensure geographical balance with previous host institutions. (This means that if your institution is located in a country that has never hosted a EURASHE conference, you may have a higher chance of being selected. A list of previous annual conferences can be accessed here.) A detailed proposal will have a higher chance of being selected. Before the Board makes a decision, we may come back to you with follow-up questions on your application.

Send your application file as **one PDF document** to events@eurashe.eu by **Friday 29 January 2027**, indicating **"Annual Conference call for host"** in the email subject.

Should you have any questions regarding your application, please contact the EURASHE events team at events@eurashe.eu. We look forward to receiving your submissions!

Kind regards,
EURASHE team