

## Guidelines for Host 2021 and 2022 European Learning & Teaching Forum

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The European Learning & Teaching Forum provides an opportunity for university and other stakeholders to meet and discuss current and shape future developments in learning and teaching at European universities. The Forum builds on EUA's work with its member universities on this topic. Alongside the bottom-up approach, the Forum makes use of EUA's extensive policy work in European higher education.

We are looking for EUA member universities to help us continue to make the European Learning & Teaching Forum a memorable experience for our members and stakeholders, while gaining visibility for their own institution.

- Period: mid to late February
- Event days: Thursday and Friday, with pre-Forum sessions and key player reception on Wednesday
- Expected attendance: 250-300

EUA commits to organising sustainable events and will work together with the selected host in a variety of ways to this purpose.

### Requirements

**Host must be an EUA member located in the European Higher Education Area (EHEA) and able to offer:**

- Easily accessible location from across Europe (international airport hub)
- 1 plenary room with a capacity of 300-350 persons
- 5-6 breakout rooms, each with a capacity of 50-70 persons, close to the plenary room
- All rooms equipped with audio-visual equipment, and sound system/microphones if needed
- 1 meeting room to accommodate the Steering Committee and EUA secretariat (15 persons)
- Registration desk and cloakroom in the entrance area of the venue
- Catering area with a capacity of 300 persons for coffee breaks and lunches
- Exhibition area that can accommodate 5-10 sponsor stands of 6sqm (optional)
- Support staff for the preparation and the duration of the Forum
- Technical support during the Forum
- Student helpers during the Forum
- A venue for the key player reception that can accommodate 75-100 persons, preferably at or close to the Forum venue
- A venue for the Forum dinner that can accommodate 300 persons, preferably close to the Forum venue
- Local transport, if necessary
- Hotels, preferably within walking distance of the Forum venue
- Stable Wi-Fi network, in addition to Eduroam if available, capable of handling 300 simultaneous logins
- Facilities for streaming and video recording
- Capacity to handle online registration payments

## Division of responsibilities

### EUA:

- Deciding on the programme, including theme, keynote speakers and parallel sessions
- Liaising with/briefing of speakers and chairpersons
- Managing key players (collection of presentations, bios, photos, accommodation requirements)
- Preparing and sending the call for presentations/papers, reviewing submissions, sending notifications
- Setting up and managing the event website
- Managing the registration process:
  - Setting up and managing the registration tool (Aventri)
  - Sending invitations and reminders to register
  - Processing received registrations (checking membership status, sending confirmations)
  - Dealing with email requests from participants
- Managing the marketing, PR and international press relations
- Preparing Forum materials:
  - List of participants (ready-to-print PDF)
  - Programme brochure (ready-to-print PDF)
  - Name plates for speakers (ready-to-print Word)
  - Name badges for participants (Excel list)

### Host:

- Providing the necessary function areas, session/meeting rooms and AV equipment
- Providing support staff for the preparation & duration of the Forum
- Providing technical support staff during the Forum
- Providing student helpers during the Forum
- Providing photographer during the Forum (optional)
- Dealing with the financial side of the registration process:
  - Collecting participant registration fees in EUR via bank transfer and online credit card provider
  - Recording of payments in the EUA registration tool
  - Sending payment receipts/payment reminders via the EUA registration tool
  - Sending out debit notes/invoices on request
- Managing all VAT-related issues
- Providing contents for website (related to local issues)
- Block booking and negotiation of preferred rates at local hotels for participants (booking will be done directly by the participants)
- Block booking of hotel rooms for key players (rooming list will be managed by EUA)
- Printing of Forum materials:
  - List of participants
  - Programme brochure
  - Name plates for speakers
  - Name badges for participants
  - Directional signage
- Providing and preparing participant bags
- Organising Forum catering (coffee breaks & lunches, water for speakers)
- Organising key player reception / dinner
- Managing the local/national press relations

## Financial management

The following costs will need to be covered by the host out of the revenue from registration fees and possible support from local authorities/other sponsors\*:

- Session room rental including audio-visual equipment (if not offered as host in-kind contribution)
- Technical support (if not offered as host in-kind contribution)
- Student helpers
- Photographer
- Forum materials (bags, list of participants, programme brochure, name plates, badges, signage)
- Catering (coffee breaks, lunches, reception, dinner, water for speakers)
- Travel and accommodation of key players (Steering Committee, speakers, EUA staff)

EUA and the host will sign a Partnership Agreement, outlining the respective responsibilities and including an estimated budget, agreed by both parties. The aim is to (partially) cover the costs for EUA and host support staff by the generated revenue if the final balance allows.

*\*potential sponsors will need to be approved by EUA*

## Application

A completed bid using the official template\*, together with an official endorsement by the executive head of the institution, should be sent by email to **events@eua.eu**.

Additional information may be requested during the application processing phase. The final selection will be made in **January 2020**. Following the selection, EUA staff will make a site visit to the proposed location.

**The deadline for submission of full bids for the 2021 and/or 2022 European Learning & Teaching Forum is 29 November 2019.**

*\*please contact [events@eua.eu](mailto:events@eua.eu) for the template to be used*

## Call for Host for other EUA events

EUA is also looking for member universities to host the 2021 and 2022 editions of the **EUA Annual Conference and General Assembly** and the **European Quality Assurance Forum**. The corresponding guidelines can be found on [www.eua.eu](http://www.eua.eu) or you can contact [events@eua.eu](mailto:events@eua.eu) for more information.