

Call for Host 2024-2025

2024 and 2025 EUA Annual Conference and General Assembly

Deadline for applications: 27 January 2023

The Annual Conference is EUA's flagship event for European university leaders. Each year, the Annual Conference is hosted by one of our member universities and provides an unrivalled opportunity to join discussions on prominent topics in higher education, shape EUA's policy work at European level and network with high-level colleagues from across Europe. In addition, the Annual Conference is combined with EUA's yearly General Assembly, where all members are involved in key decisions for the Association's management and strategy.

EUA is now looking for member universities that can partner with us to make our next two Annual Conferences a memorable experience, while gaining international visibility for their own institution.

- Period: early to mid-April
- Event days: Thursday and Friday, with statutory and pre-conference meetings on Wednesday
- Expected attendance: 400-450

EUA commits to organising sustainable events and will work together with the selected host to this purpose.

Criteria

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 air and train travel hub)
- For the statutory and pre-conference meetings on Wednesday:
 - 1 room for the Board Meeting in the morning (15 persons)
 - 1 room for the Secretaries General Meeting in the morning (40 persons, square) + 2 breakout rooms (15 persons)
 - 1 room for the Council meeting in the afternoon (70-80 persons, Ushape or square)
 - 1 room for the Leadership Roundtable in the afternoon after the Council meeting (150 persons, theatre) + 3 breakout rooms (40-50 persons, square)
 - Catering area (100-150 persons) for lunch, coffee breaks and reception

- All rooms equipped with audio-visual equipment (and sound system / microphones if needed)
- For the conference sessions, including EUA General Assembly (Thursday + Friday):
 - 1 plenary room with a capacity of 450-500 persons
 - 3-4 breakout rooms, each with a capacity of 120-160 persons, close to the plenary room
 - All rooms equipped with audio-visual equipment, and sound system/microphones if needed
- 1 room to accommodate ad hoc meetings and EUA secretariat (15 persons)
- Registration desk and cloakroom in the entrance area of the venue
- Catering area with a capacity of 450 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 conference
- Technical support during the conference:
 - Facilities for streaming
 - Video recording
 - Online speakers
 - Hybrid event (online and onsite participants)
- Student helpers during the conference
- A venue for the networking reception and dinner that can accommodate 400-450 persons, preferably close to the conference venue
- Local transport, if necessary
- Hotels, preferably within walking distance of the conference venue
- Stable Wi-Fi network, in addition to Eduroam if available, capable of handling 450+ simultaneous logins
- Capacity to handle online registration payments

EUA responsibilities

- 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 (Cvent)
 - 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
- Setting up and managing the event app
- Preparing conference materials:
 - Programme brochure (ready-to-print PDF)
 - Name badges for participants (Excel list)

Host responsibilities

- Providing the necessary function areas, session/meeting rooms and AV equipment
- Providing support staff for the preparation & duration of the conference
- Providing technical support staff during the conference
- Providing student helpers during the conference
- Providing photographer during the conference (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 related to local issues for website and event app
- 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 conference materials:
 - Programme (100 copies max)
 - Name plates for statutory meetings
 - Name badges for participants
 - Directional signage
- Organising conference catering (coffee breaks & lunches, water for speakers)
- Organising networking reception and 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 (potential sponsors will need to be approved by EUA):

- 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
- Conference materials (programme brochure, name plates, badges, signage)
- Catering (coffee breaks, lunches, reception, dinner, water for speakers)
- Travel and accommodation of key players (EUA Board members, plenary speakers, EUA staff)

EUA and the host will not charge their respective staff time that is necessary to carry out their responsibilities as indicated above. EUA and the host will sign a Partnership Agreement, outlining the respective responsibilities and including an estimated budget, agreed by both parties.

Applications

Applications should be sent by email to events@eua.eu by **27 January 2023**, including

- A cover letter explaining the advantages of the location
- An official endorsement by the executive head of the institution (rector, president, vice-chancellor)
- The [official bid template](#) filled-in and including
 - A detailed description of the proposed venues, session rooms and function areas as stipulated in the criteria
 - Breakdown of costs for rooms and equipment (if not offered as host in-kind contribution)
 - Breakdown of costs for coffee breaks, lunches and dinner based on 450 participants
 - Proposal of dates in **April 2024 and/or 2025** (*Thursday and Friday, with statutory and pre-conference meetings on Wednesday*)
 - Details of any potential sponsors or other funding sources
 - Contact details of liaison person

Additional information may be requested during the application processing phase. The final selection will be made in **February 2023**. Following the selection, EUA staff will make a site visit to the proposed location.