EUROPEAN UNIVERSITY ASSOCIATION | EVENT

Call for Host
2028 European Learning & Teaching Forum

Deadline for applications: 15 November 2026

The European Learning & Teaching Forum provides an opportunity for university and other stakeholders to meet and discuss 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.

- Period: mid to late February
- Event days: Thursday and Friday, with pre-Forum events (max. 100 participants) on Wednesday
- Expected attendance: 350-400

Criteria

Host must be an EUA member located in the EHEA and able to offer:

- Easily accessible location from across Europe (international air and train travel hub)
- 1 plenary room with a capacity of 400-450 persons
- **6-7 breakout rooms with movable furniture**, each with a capacity of 60-100 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 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 Forum
- Technical support during the Forum; Facilities for streaming, Video recording, Online speakers, Hybrid event (online and onsite participants)
- Student helpers during the Forum
- A venue for the key player reception that can accommodate 100 persons, preferably at or close to the Forum venue
- A venue for the Forum dinner that can accommodate 400 persons, preferably close to the Forum venue
- Local transport, if necessary
- Hotels, preferably within walking distance of the Forum venue

- Stable Wi-Fi network, capable of handling 400+ simultaneous logins
- Facilities for streaming and video recording
- 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
- Preparing Forum materials:
    - 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 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, (badges, signage – including a printed programme for the entrance with a minimum size of A1)

- 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 (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*

Applications

Applications should be sent by email to events@eua.eu by 15 November 2026, 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 (**found under the downloads section of the webpage**) 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 400 participants
    - Proposal of dates in February 2028 (please note there is a preference for having the event on a Thursday and Friday, with a key player reception on Wednesday evening)
    - Details of any potential sponsors or other funding sources
    - Contact details of liaison person

Preference will be given to applications proposing the use of university premises rather than conference centres or hotels. EUA takes into account geographic balance in deciding upon the location of its conferences, as well as ease of access.

Additional information may be requested during the application processing phase. The final selection will be made in January 2027. Following the selection, EUA staff will make a site visit to the proposed location.