



Become a Host for the annual EAIR Forum



Background
information



Checklist



Application



You are interested in becoming a Host for an EAIR Forum? Good idea!

The annual EAIR Forum is the opportunity for researchers, practitioners and policymakers to get together, to exchange information, give or listen to presentations, network with colleagues from abroad and meet new and interesting people.

Forums are usually hosted by a university and each year a different European location is chosen as venue. Each Forum has a special theme, which is sub-divided into several tracks to accommodate special interests and various fields of expertise and specialisation.

Collaboration with EAIR offers an HEI the reputational advantage of a successful association with a highly regarded international HE network of over 40 years standing.

Running the annual Forum provides your staff and students with invaluable developmental opportunities to plan, manage and deliver a major HE conference supported by a highly experienced partner.

Having the Forum in your institution provides a wonderful opportunity for your academic practitioners to showcase and disseminate their best practice and research.

In this brochure we collect all relevant information for you.

We are happy to assist! If you have got any questions, please do not hesitate to contact us.

Yours sincerely,



Prof. Dr. Attila Pausits
Danube University Krems, Austria
EAIR Chair



Prof. Mark O'Hara
Birmingham City University, UK
Portfolio Forum

EAIR Host – Information in a Nutshell



The EAIR Forum has a duration of 3 – 4 days
It should take place between 25 August – 10 September
Best days are Sunday to Tuesday/Wednesday or Wednesday/Thursday to Saturday



Your Institution should be located near an international airport (~2 hours drive max.)
The venue should be accessible without too many problems
The venue should have all rooms in the same place as transition between rooms is difficult



250 – 350 participants in total can be expected
8 – 10 Seminar rooms with technical equipment are necessary
1 Auditorium should give enough seats for all participants



Coffee Breaks and
Lunch should be served near or in the venue
Social Dinner should be possible in an attractive location



The main topic and if you prefer also the Tracks can be determined and written by you
You can highlight your own research focus
One of the Keynotes is reserved for your university



Marketing for the conference – will be done by EAIR
Registration process – will be done by EAIR
Preparing the Call – will be done by EAIR



You do not pay for the EAIR - We do not pay for your hospitality
EAIR hires and pays student assistants
Sponsoring possibilities do exist – EAIR contacts possible Sponsors

About EAIR

EAIR – The European Higher Education Society, is a unique international association for higher education researchers, practitioners, students, managers and policy-makers.

EAIR has established itself since its inception in 1979 as an association of experts and professionals interested in the relationship between research, policy and practice in higher education. EAIR has developed from its roots as a European version of the US-based Association for Institutional Research (AIR), widening its sphere of interest to policy at all levels, institutional, national and international.

In 1989 EAIR became an independent membership organisation.

Although the initials refer to institutional research, EAIR formally added 'The European Higher Education Society' to its logo and then appended the strap -line 'Linking Research, Policy and Practice'. This reflects the direction that EAIR has taken: it crosses boundaries between types of activities and seeks to cater for a mix of researchers, lecturers, students, administrators, managers and policy-makers. Crossing boundaries means sharing best policy and management practices, learning from peers; exchanging and reflecting upon research findings. At the same time, we actively seek partnerships with like-minded organisations and associations.

Our mission is to support research and development in higher education research, policy and practice, to the general benefit of higher education.

Our aims are

- To encourage research in higher education.
- To promote the development of institutional management, planning and policy implementation.
- To disseminate information that supports policy-making, policy implementation and good practice in higher education.
- To support the membership by providing opportunities for networking and professional development in the field of higher education

These objectives will be achieved through the following measures:

- Organising an annual Forum bringing together students, researchers, policymakers, leaders, administrators and practitioners.
- Publishing the peer-reviewed journal 'Tertiary Education and Management' which may include high quality papers from the annual Forum and other appropriate contributions. EAIR may support other publications too in addition to TEAM.
- Organising seminars and networking opportunities of interest to specific groups of the EAIR membership, involving non-members where appropriate. These may involve cooperation with other organisations.
- Providing a variety of opportunities for networking and professional development of members and other interested parties in the various fields of higher education.
- Initiating, encouraging and actively supporting comparative research on issues in higher education.
- Cooperating and exchanging information with relevant organisations.
- Providing other services to the membership, such as a membership directory; online databases; and electronic copies of Forum presentations.

EAIR Forum: Facts and Figures

Since 1978 the EAIR has been guest in 20 different European Countries.

Most frequently in the Netherlands and the United Kingdom.

Germany, Spain and Belgium have been our hosts three times.
France, Ireland, Hungary, Norway and Sweden twice.

This fits quite well with the origins of the EAIR Forum Participants.

In 2019 the EAIR Forum was hosted by Leiden University.

22% of the participants came from The Netherlands

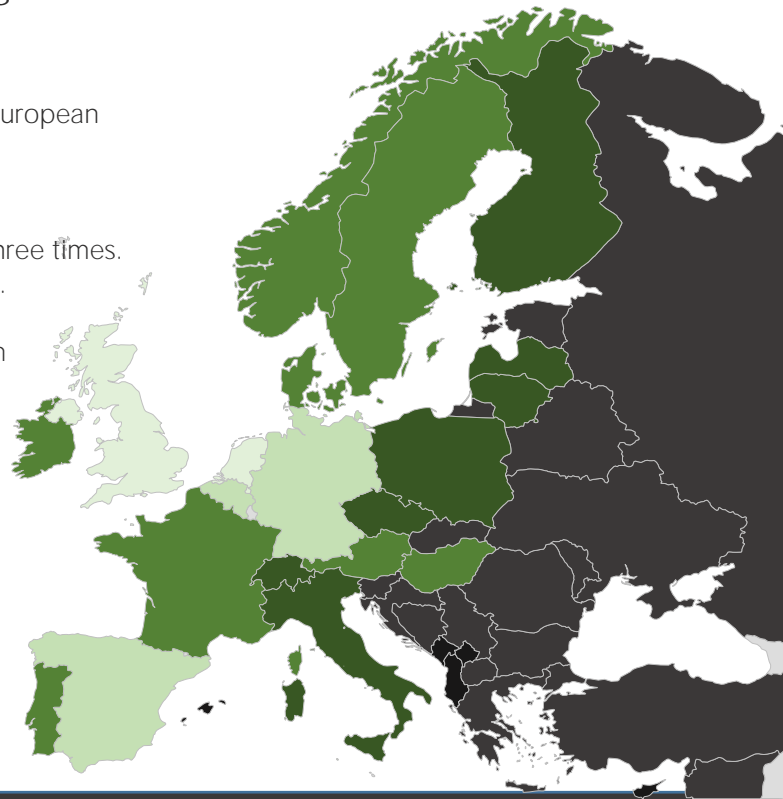
16% came from Norway

8% were US Citizens

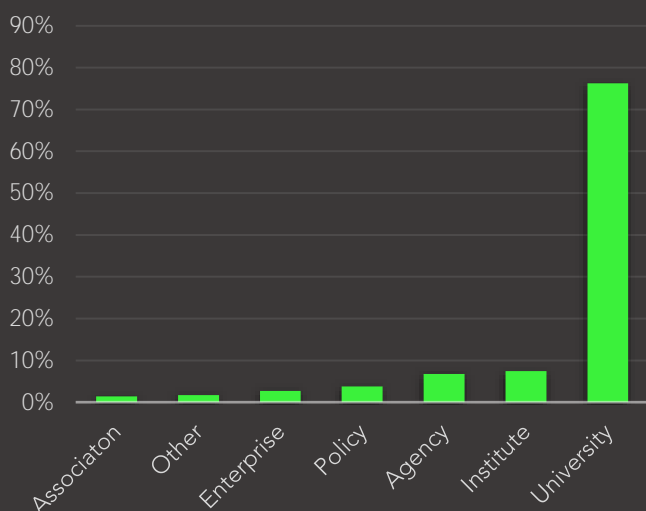
7% were Germans

5% came from Denmark and Austria

4% each from UK and Portugal.



Background of #EAIR2019 participants



Most of the EAIR Forum participants have got an academic background. More than $\frac{3}{4}$ of the participants of #EAIR 2019 came from University. Beyond them also some administrative personnel.

In addition about 10 % came from different kinds of institutes, agencies (especially accreditation agencies) or from policy.

Each year we also welcome members from education ministries from different countries.



Become a Host
for the world

Organising a Forum

The EAIR offers comprehensive support to the Host. To ensure a high-quality event, a Programme Committee for the Forum is established. The EAIR secretariat is involved in each step and offers full-service. A representative of the Host will be a co-opted member of the Executive Committee of EAIR for one year to get all insights into the organisation.

The Executive Committee

The Executive Committee consists of nine persons. Apart from the Chair and the Vice-Chair each person holds an own portfolio, like Sponsoring, Forum, Marketing or Membership.

The Host university names a representative – the Forum Chair. The Forum Chair becomes co-opted member of the Executive Committee in the year prior to the Forum. This underpins the connection between the EAIR and the Host and enables a good relationship between Forum Chair and members of the Executive Committee to be built up. The Forum Chair is the person at the host institution responsible for the Forum and the main contact person. The EAIR Executive Committee in the end is responsible for the Forum and needs to approve all major decisions about the academic, practical and the financial organisation.

There are two meetings per year: In November the Executive Committee meets in Leiden. In March the Executive Committee holds a webinar.

At the November Executive meeting 24 months before the Forum, the Programme Committee will be appointed. It consists of two members from the Executive Committee and the Forum Chair. In addition the Forum Chair should also name a Co-Chair.

The Programme Committee

The **Programme Committee** is responsible for the main topic of the Forum and consists of 4-6 people. At least one person should be a native English speaker. The Forum Chair heads the Programme Committee. They will meet once at the venue of the Forum Chair.

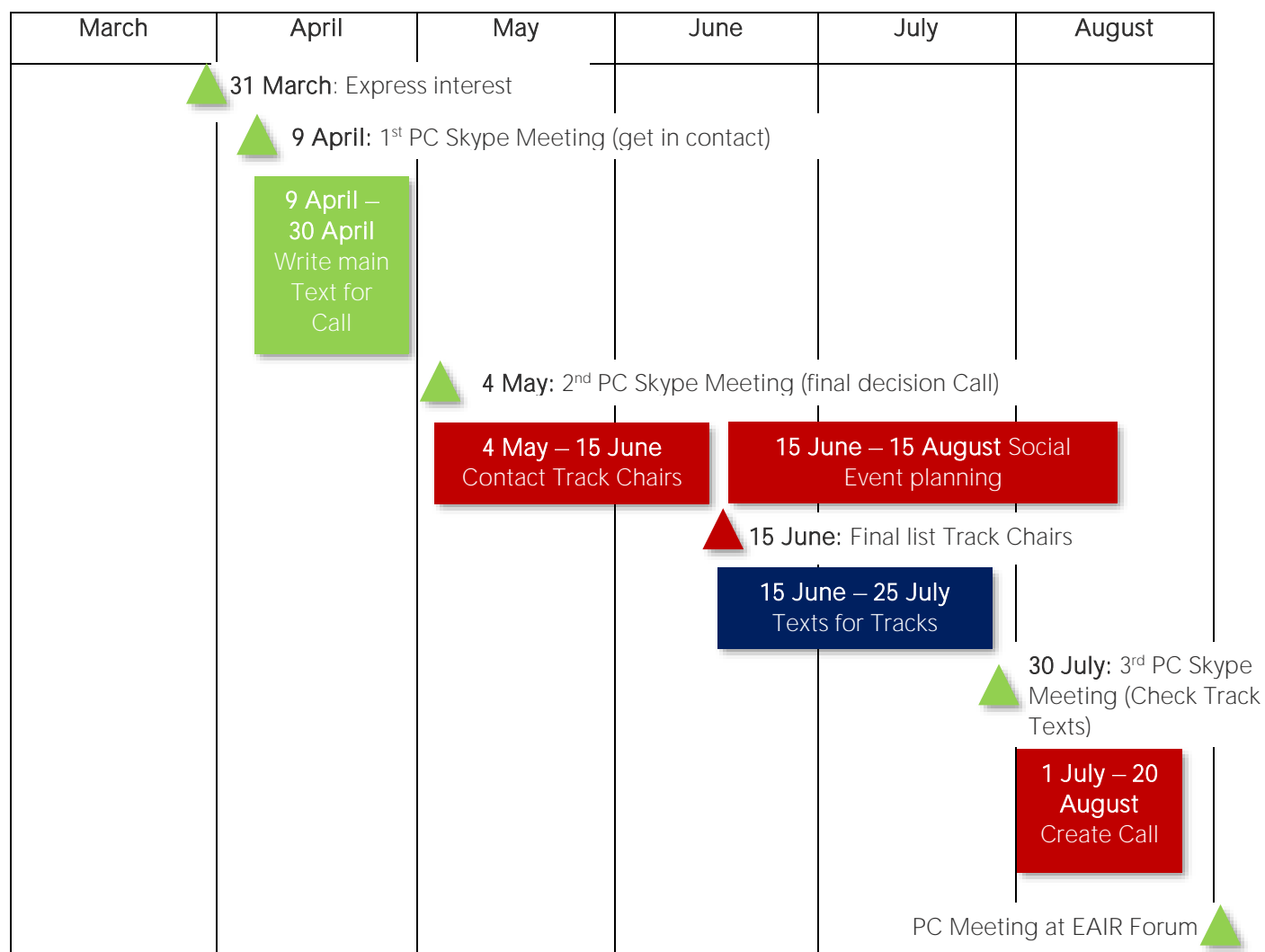
The EAIR Secretariat

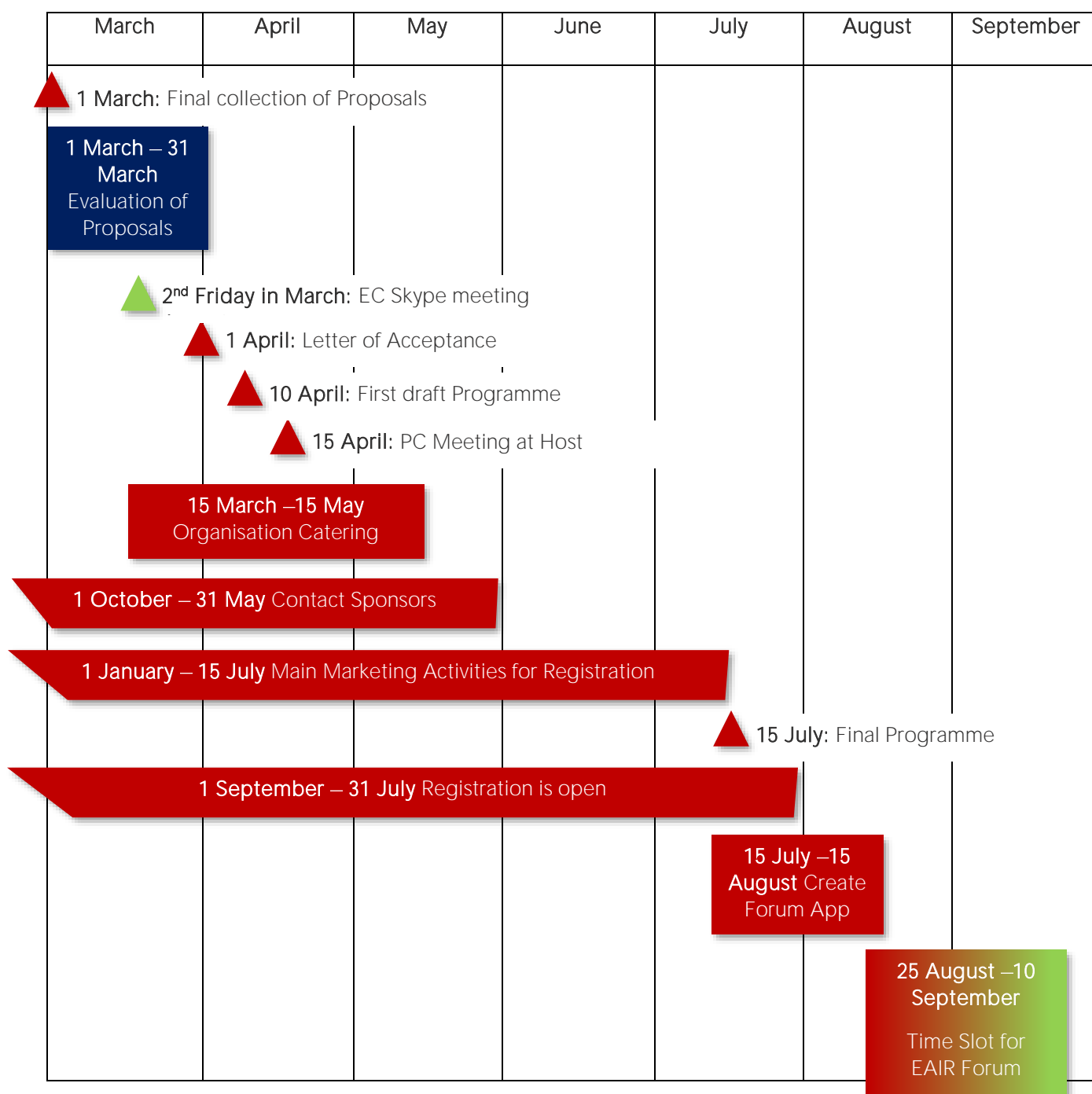
The EAIR Secretariat is the place where the organisational part of the Forum is located. The members of the secretariat

- Prepare the Call for Proposal
- Distribute the Call
- Make sure, that the Conference will be listed in all relevant websites
- Keep the website up-to-date
- Contact possible Track chairs
- Contact possible Keynote speakers
- Organise the collection of the proposals
- Organise the review process
- Inform the authors
- Collect the full-paper
- Prepare the programme
- Create a Conference app
- Discuss and book the Catering (if possible with the Forum Chair's help)
- Book the Social venue (if possible with the Forum Chair's help)
- Contact hotels
- Do all kind of Marketing: Social Media Campaigns, Mailings, Newsletter

Time Schedule

Eighteen months is the ideal timescale for preparing a Forum. The following schedule is a guide for the organisation and the tasks. Green are activities where the Host is involved, red are EAIR activities and blue are activities by the Track Chairs.





The EAIR Secretariat expects assistance from the Host regarding possible locations for the Social event, contact person for the catering during the Forum; and the possibility to hire student assistants during the Forum.

Get an Insight into our Marketing

With different campaigns we ensure that the information about the Forum will be visible all over the web.

Examples for Marketing Campaign during Open Call for Proposal



Examples for Marketing Campaign during Registration time



Examples for Marketing Campaign for the presentations



We share all information on Twitter (860 Followers), Facebook (900 subscribers), LinkedIn (2,100 Connections). In addition, we do have more than 1,100 Newsletter Subscriber. The first – general information about the Forum – is sent to more than 2,300 recipients.

Checklist

- ☒ Do you want to become a Host for researcher from all over the world?
- ☒ Do you want to get a professional service for hosting an international conference?
- ☒ Do you want to get marketing for one year for free?
- ☒ Is your university near an international airport (max. 2 hours drive)?
- ☒ Are there hotels near the venue?
- ☒ Do you have a lecture theatre with 300 – 350 seats?
- ☒ Do you have a venue with 10 seminar rooms with 20 – 60 seats?
- ☒ Are all rooms fully equipped with projector or similar?
- ☒ Are the rooms available for 3 – 4 days end of August, beginning of September?

If you answered “Yes” to the questions above, then we are more than happy to prepare a Forum with you!



Application

Please fill out the form and become one of the next EAIR Hosts!

Name of University

City of University

Country

Name of contact person/Forum Chair

E-Mail address of contact person

Tel of contact person

Possible main Topic of Forum

Year of the Forum

Possible dates for the Forum

Venue name

Venue address

You can fill out the form or send the information directly to us in an e-Mail.

If you have got any questions, contact the EAIR secretariat.





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eair@eairweb.org



ICLON – Leiden University, Room B2.26,
Kolffpad 1, Willem Einthovengebouw, 2333 BN Leiden, the Netherlands



+31-71-5271926