

EIT HEI – Event Management Services: Service Description

EIT RawMaterials

EIT RawMaterials is a Knowledge and Innovation Community of the European Institute of Innovation and Technology (EIT). It brings together partners from industry, academia, research, investment, and the public sector to strengthen innovation, education, and entrepreneurship across Europe's raw materials and advanced materials value chains.

Raw materials and advanced materials are critical enablers of Europe's green and digital transition and are essential for the competitiveness, resilience, and strategic autonomy of European industry. EIT RawMaterials supports Europe in addressing these challenges by fostering innovation, developing skills and talent, supporting entrepreneurship, and creating partnerships across industrial ecosystems.

Through its network of more than 300 partners, EIT RawMaterials contributes to the development of sustainable solutions, innovation ecosystems, and future talent pipelines that strengthen Europe's long-term competitiveness.

EIT RawMaterials GmbH coordinates the EIT Higher Education Initiative, a cross-KIC initiative implemented jointly by the EIT Knowledge and Innovation Communities (KICs). As the coordinating KIC, EIT RawMaterials GmbH acts as the contracting authority for this procurement procedure.

The EIT Higher Education Initiative

The EIT Higher Education Initiative (EIT HEI) is designed to build innovation and entrepreneurial capacity within higher education by integrating higher education institutions into Europe's innovation ecosystems and value chains. The initiative connects higher education institutions with industry, research organisations, start-ups, public authorities, civil society actors, and other innovation stakeholders.

At the heart of the initiative is the EIT Knowledge Triangle Model, which brings together business, education, and research. Participating higher education institutions are expected to use this model as a practical tool to enable systemic and institutional transformation, strengthen entrepreneurial capacity, embed innovation, and connect more effectively with their regional and European innovation ecosystems.

The initiative also supports engagement with Smart Specialisation Strategies, the Regional Innovation Impact Assessment framework, and the objectives of the EIT Regional Innovation Scheme. In doing so, it strengthens ties between higher education institutions and regional innovation ecosystems and supports long-term impact beyond initial project funding.

The EIT Higher Education Initiative organises multiple online and in-person events to support its activities. These events enable project onboarding, stakeholder engagement, community building, knowledge exchange, networking, dissemination, and ecosystem development. To support these activities until the end of 2028, EIT RawMaterials GmbH seeks to engage an event management agency for the EIT Higher Education Initiative through a framework agreement.

Purpose of the Contract

The purpose of this procurement is to establish a single-party framework agreement with an experienced event management agency to support the planning, organisation, delivery, and follow-up of EIT Higher Education Initiative events until the end of 2028. The selected agency is expected to provide flexible, high-quality, and cost-efficient event management services for in-person, hybrid, and online formats, depending on the needs of each specific event.

Scope of Work

The EIT Higher Education Initiative organises various events across its activities, including cohort launch events, community events, online and hybrid events, and a Business Plan closing event in 2028.

These events play a central role in supporting project onboarding, community building, stakeholder engagement, knowledge exchange, visibility, dissemination, and ecosystem development. They bring

together higher education institutions, industry representatives, start-ups, investors, policymakers, and innovation actors from across Europe and contribute to the long-term objectives of the initiative.

The framework agreement will have a maximum total value of EUR 1,700,000 including VAT. This amount includes all agency fees, third-party costs, pass-through costs, supplier costs, production costs, travel-related costs where applicable, and VAT. EIT RawMaterials GmbH is not obliged to use the full maximum contract value. Services will be requested through individual event-specific assignments under the framework agreement. EIT RawMaterials GmbH does not guarantee any minimum volume of services or expenditure under this framework agreement.

The event portfolio outlined below is indicative and may be adapted during the duration of the framework agreement based on programme requirements, budget availability, and strategic priorities. The expected event portfolio includes, but is not limited to:

- Up to seven in-person community events, each expected to bring together approximately 100 participants.
- Cohort 5 and Cohort 6 launch events, each expected to bring together approximately 300 to 400 participants.
- A Business Plan closing event in 2028, expected to bring together approximately 300 to 400 participants.
- Online or hybrid events where required.

The scale, format, location, and frequency of events may vary over the duration of the framework agreement depending on programme needs and strategic priorities.

As part of EIT RawMaterials’ and the EIT Higher Education Initiative’s principles and values, the delivery of events should be environmentally friendly and sustainable in terms of travel, mobility, procurement of products, catering, waste and water management, and gifts or giveaways for participants.

The contractor shall actively propose sustainable solutions and provide sustainability considerations when recommending venues, suppliers, catering, travel arrangements, event materials, and promotional items.

The scope of services under this Framework Contract shall include, but is not limited to:

Event Management and Delivery

- Provide advisory and consultancy services for the planning and delivery of in-person, hybrid and virtual events.
- Manage events from concept development through implementation and post-event evaluation.
- Provide project management, operational coordination and logistical support for community events, cohort launch events, workshops, conferences and other initiative-level events.
- Convene and participate in coordination meetings with EIT RawMaterials and relevant third parties.

Venue, Suppliers and Logistics

- Identify, propose and coordinate suitable venues.
- Liaise with venues, suppliers and service providers on behalf of EIT RawMaterials where required.
- Manage speaker, participant, travel and accommodation logistics, including reimbursement processes where applicable.
- Identify and manage subcontractors where required.

Participant Management

- Establish and manage registration systems, participant communications and customer support.
- Act as the primary operational contact point for event-related suppliers and stakeholders.

Technical Production

- Coordinate audiovisual services, technical production, hybrid and virtual event platforms, broadcasting and audience interaction where required.
- Coordinate photography, videography and post-production services where required.

Branding and Communications

- Coordinate the production, transport, storage and installation of event materials, signage, merchandise and branded items.
- Ensure compliance with EIT Higher Education Initiative branding guidelines.
- Support media relations and digital event promotion where required.

Financial and Contract Management

- Prepare, monitor and report on event budgets.
- Sign and manage contracts with third parties where authorised by EIT RawMaterials.
- Ensure agreed deliverables and timelines are met.

Reporting

- Prepare post-event reports, including budget reporting, attendance statistics, participant feedback, lessons learned and, where applicable, digital engagement analytics.

Expected Deliverables

Depending on the nature of the event, the Contractor may be requested to provide one or more of the following deliverables:

- Event concept and implementation plan;
- Detailed event timeline and project plan;
- Venue and supplier proposals;
- Draft and final event budgets;
- Registration and participant management setup;
- Speaker and participant logistics plans;
- Technical production and event operations plan;
- Event branding and production materials;
- On-site, hybrid or virtual event management services;
- Photographic and/or video documentation of the event, including edited photos and video highlights where requested;
- Post-event report, including attendance statistics, budget reporting, participant feedback, lessons learned and, where applicable, digital engagement analytics.

The contractor is expected to provide proactive project management, timely communication, risk identification and mitigation, and sufficient staffing capacity to support multiple concurrent assignments where required. Following each event, the contractor may be requested to participate in a debrief meeting and provide recommendations for continuous improvement.