

Goal

The main goal of this major event is raising awareness of CHARM-EU amongst key target groups, knowledge-sharing around good practices, research and lessons learned as well as networking and community-building within and beyond the Alliance.



Target group

- CHARM-EU & partner universities' staff & students
- Other European University Alliances
- Associate partners, external stakeholders, policymakers



Format & type of content

The Annual Conference is organized as a one-day in-person event with certain parts hybridized, where the location rotates each year among the CHARM-EU partner universities. Some sessions are also streamed via the CHARM-EU YouTube channel. The event includes plenary sessions, keynote speeches, panel sessions, workshops, world cafés, poster sessions etc.



Channels & tools used

- CHARM-EU and partner universities' websites, social media & internal communication
- Event streamed online via CHARM-EU Youtube Channel



Impact and efficiency

- Number of onsite attendants (incl. breakdown: students, staff, non-CHARM-EU-affiliated participants etc.)
- Number of online viewers via the CHARM-EU YouTube channel
- Number of impressions of the content published in CHARM-EU and partner universities' social media
- Qualitative feedback through event-related feedback form.



Necessary resources

- Human resources: Organising Committee; logistics and communication team; Conference speakers and contributors
- Time demand: pre-event: weekly meetings with the Organising Committee min. 8 months pre-event; internal meetings at the hosting university / during the event: continuous standby of the organising team / post-event: collecting & evaluating feedback, communication tasks
- Technical & material resources: appropriately sized and equipped event venue (plenary and break-out rooms); streaming service + support, photo & video equipment; catering (coffee breaks, reception)



DEI aspects

- Accessible event website & contents (e.g. ALT-TEXT for visuals, multilingual communication etc.)
- Access & participation to physical venue (e.g. level entry access check, speech-to-text)
- 'Access Needs', 'Dietary requirements' etc. included in registration form
- Diversity of speakers and contributors regarding gender and other lived experiences
- Resource: [Inclusion by Design: Key steps of creating the CHARM-EU Inclusion Conference - AHEAD](#)



CHARM-EU Annual Conference 2023,
Julius-Maximilians-Universität
Würzburg

