

## Selected Events 2019

### Higher Education and Research Administration

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# Expert knowledge for specialists and managers from public institutions

The European Academy for Taxes, Economics & Law is the platform for imparting knowledge and experience for the further development of public organisations worldwide. We design and implement national and international congresses, conferences and seminars for specialists and executives from public administrations and internationally active organisations. With our high-quality events we give our customers confidence in wellfounded decision-making and provide a sustainable contribution to quality and innovation in the public sector.

### Expert knowledge from the public sector

To this end, we have established a network of over 1000 speakers from the public sector who have successfully implemented particularly innovative projects at the highest level. The speakers hold leading positions at, for example, the following institutions:

- Office of the Federal President of Germany
- Federal Ministry of Economics and Energy of Germany
- Humboldt University of Berlin
- University of Oxford
- European Commission
- High Commissioner for Refugees of the United Nations (UNHCR)
- NATO Support and Procurement Agency (NSPA)

Through direct exchange and concrete examples, event participants learn how to advance their own projects and further develop their institution. Participants from over 180 countries have the opportunity to network with colleagues from the public sector at national, European or international levels.

### Public institutions, familiar environment

As both visitors and speakers come from the administration's own ranks, participants are able to work in a confidential and problem-oriented manner on very concrete examples from everyday life.

#### Confidence for well-founded decisions and professional success

Challenges are part of daily work; often there are different solutions, opinions and actors involved. We help seminar participants to become top experts in their field through exchanges with highly qualified experts from the public sector. We provide a knowledge horizon that enables participants to make well-founded decisions and to determine which path their institution is taking towards the future.









### **Interactive Seminar**

### How to Design Research & Development Contracts in Practice

### Fatal consequences of incorrect legal frameworks

Research and development (R&D) projects and cooperation, with or without European, national or international funding, need a safe and sound legal contract design. In most cases, the legal framework decides about the success of a project and lays the foundation for a smooth pursuit of research activities. Incorrect contract design leads to financial risks, loss of intellectual property and research results as well as decrease of economic value.

### Avoid Common Pitfalls of Research and Development Contract Design

Exactly here is where the focus of the seminar lies. The seminar provides you with all essential information you need to know about R&D contracts. Discuss with our experts and the other participants current challenges in designing and negotiating research and development contracts. Following topics and answers will be presented at the seminar:

- Practical advice on designing a research and development contract
- Key points to consider when drafting an agreement based on DESCA
- The art of negotiating and consolidating a consortium agreement

### Who is this event for?

Directors, Heads of Departments or Units, Managers, Lawyers and other members of staff involved and working in scientific research, with R&D projects and dealing with cooperation and intellectual property

from Departments such as:

- Research and Development Services
- Legal Services
- Intellectual Property
- · Technology and Knowledge Transfer
- · Patents and Licensing

#### from

- Universities
- Research and Technology Institutes, Centres and Clusters

### Chaired by:

### Máire Nolan

Contracts Manager Contacts in Research & Enterprise Services Lancaster University / University of Lancaster

### What will you learn at this event?

- What is a R&D contract and when should you use one?
- What are the essential terms of a R&D contract?
- What is to consider with academic freedom and publication rights?
- What are the key issues with international partners?
- · What are the benefits of using DESCA
- · How to deal with intellectual property rights?
- What can be protected?
- What are the challenges in consortium agreements for research projects under Horizon 2020?
- What are the specific issues and common pitfalls with technology transfer?

euroacad.com/s2229

### Date of Event, Booking Number

21 - 22 March 2019 (S-2229)

### **Event Price**

Early booking price until 28 December 2018: 1.289,00 Price from 29 December 2018: 1.491,00

### **Event Language**

The event language will be English.

### **Event Location**

\*\*\*\* Hotel in Berlin, Germany

### S-2171 MC4

### **Practical Seminar**

### Effective Change Management in Higher Education and Research Institutions

### Changing a higher education institution is not an easy undertaking

Education institutions were and are undergoing a series of profound changes. Funding from government sources is on decrease and Universities need to find other ways to attract financial resources. At the same time, competition is increasing, as domestic organisations compete with other higher education Institutions beyond national borders for the best employees and students. Therefore, Higher Education and Research Institutions are under a strong pressure to adapt to these new environments. But as easy as this might sound in theory, research organisations are particularly complex and resistance towards change arises from different stakeholders.

### Manage the change processes effectively from start to finish

In this seminar, you will be introduced to various "success stories" from institutions that successfully implemented different change processes. Through the introduction of various methodologies that apply to higher education, this seminar introduces you to the most valuable practices and instruments that you need to lead your organisation successfully trough the change process.

### Who is this event for?

Universities and research Institutions especially in the following departments:

- Human Resources Management and Development
- Central Administration, Administrative and Personnel Affairs
- Executive Management
- Organisational Development
- Career Development, Leadership & Talent Management
- Strategy & Capacity Building
- Change Management
- Information & Knowledge Management
- Performance & Evaluation

as well as Directors, Heads of Units and Line Managers leading change processes within their scope of responsibility.

### Your benefits

- Identify necessary change at an early stage and make sure it works in practice
- Understand how to integrate change management in project management cycles
- Gain practical ideas and techniques for supporting people through significant cultural change
- · Find out about new strategies for managing change
- Learn from best practice examples and case studies from other education institutions
- Avoid incalculable costs related to underestimated and neglected change processes
- Be prepared for future transformations, instead of being left behind
- · Network and exchange with colleagues and experts from all

### What will you learn at this event?

- Which change process is adequate to your institution and your situation?
- How to design change against the backdrop of drivers, intentions and culture
- · How to manage change in times of growing uncertainty
- How to successfully involve your personnel into the transformation
- How can internal communication contribute to getting your staff on board?
- · How to assess your organisation's readiness
- · How to structurally enable innovation in your organisation
- · How to reshape processes through collaborative tools
- How can HR management contribute to strategic organisational development?

### euroacad.com/s2171

### Date of Event, Booking Number

18 - 19 March 2019 (S-2171 MC4)

### **Event Price**

Early booking price until 07 December 2018: 1.278,00 Normal price from 08 December 2018: 1.491,00

### Event Language

The event language will be English.

### Event Location

\*\*\*\* Hotel in Berlin, Germany

### S-2172 MC4

### **Practical Seminar**

### Research Evaluation & Assessing Research Quality

### Evaluating research is challenging

Assessing the quality of research comprises many aspects that need to be taken into consideration. Quite a large number of research outcomes can be measured quantitatively. However, this also leaves room for debate: Are number of publications, citations or doctoral students sufficient indicators for research assessment? What other criteria are useful to measure research outcomes? The most difficult question remains how to demonstrate the actual impact of research on society.

### Who is this event for?

Directors, Heads of Departments and Units, Managers, Officers and other members of staff in Higher Education Institutes (HEIs) responsible for

- Research evaluation
- Research and transfer support
- Research governance
- Monitoring of research outputs
- · Research integrity and research ethics
- Quality management in research
- Research and development

From the following departments:

- · Vice Rector for Research, Quality, Development, Strategy
- Quality Unit/Office/Department
- · Planning and Controlling
- Evaluation and Monitoring
- · Dean's Offices on Faculty/College/School Level

### Your benefits

- Improve your research evaluation skills and ensure top performance of your institution. Support your institution's development and competitiveness
- · Learn how to best cope with new data management challenges
- Improve the processes and policies that will ensure a stronger culture of research integrity (and thus research quality)
- Find out how to assess and monitor research outputs most effectively and how to best make use of them
- · Exchange and network with colleagues from all over Europe
- Receive best practice insights from experienced speakers

### What will you learn at this event?

- How can you effectively operate a research evaluation routine in your institution?
- How can you enhance research integrity your organisation -What steps are crucial to avoid and address issues of research misconduct? How can you implement a strong quality assurance system as the basis for effective accreditations and evaluations?
- Which indicators are most useful to report on research outputs and outcomes?
- In which way can research evaluation be integrated into a wider reporting system?
- How can available data and statistics be best used to monitor results?

### euroacad.com/s2172

### Date of Event, Booking Number

9 - 10 May 2019 (S-2172 MC4)

### **Event Price**

Early booking price until 01 February 2019: 1.278,00 Normal price from 02 February 2019: 1.491,00

### **Event Language**

The event language will be English.

### **Event Location**

\*\*\*\* Hotel in Berlin, Germany

### **Practical Seminar**

### **Developing Your Students' Employability**

### Higher Education Institutions (HEIs) are under increasing pressure to provide their students with an optimal basis for their professional life

Nowadays, students and graduates face a hard competition for jobs. Therefore, they choose their Higher Education Institutions (HEIs) depending on which environment offers them the best foundation to have good job opportunities after graduation. It is eventually in the hands of the career services to respond to this challenge. But what are meaningful strategies and how to translate them into actions?

### Implement career service activities which really help your students to develop their future career

This seminar will offer the participants a broad overview of innovative measures and tools that HEIs can apply in order to boost their students' employability and their cooperation with all relevant stakeholders. Take the chance to network and exchange with employability experts from leading HEIs all over Europe.

### Who is this event for?

Heads of Departments, Coordinators, Career Advisors, Career Counselors, Project Leaders in the following departments

- Career Service Centers
- Student Services
- · Student Development
- · Academic Affairs
- Academic Services
- International Affairs
- · Departments in charge of cooperation with companies
- · Alumni Relations
- · Curriculum Departments

As well as staff responsible for higher education issues from

- National and regional ministries dealing with higher education, sciences and youth employment
- National and regional employment offices
- · Agencies promoting national education efforts

### Chaired by:

### Naomi Oosman-Watts

Assistant Director (Career Management) Careers Service Newcastle University, United Kingdom

#### What will you learn at this event?

- · What strategic goals should my career service center achieve?
- How can students be optimally supported in making career decisions?
- What are the most profound misconceptions about career management of today's students and graduates and how can they be overcome?
- How to adopt a customer-oriented approach to career service management that shifts the focus to the actual student's needs
- What are the best tools and instruments that facilitate job search during and after graduation?
- How to find a reasonable compromise between academic mission and the needs of the job market?
- · What are the most important requirements of the job market?
- · How to help students in their search for jobs abroad
- How can students be supported in finding jobs during their studies (especially in the context of strict curricula)?
- How to develop and implement coaching and mentoring programmes to maintain an optimal output?

euroacad.com/s2061

### Date of Event, Booking Number

25 - 26 February 2019 (S-2061)

Event Price

Normal price: 1.491,00

### **Event Language**

The event language will be English.

### **Event Location**

Courtyard by Marriott, Berlin, Germany

### **European Seminar**

# State Aid for Research, Development and Innovation

### Handling Diverse Income Streams at Higher Education Institutions (HEI) in Light of State Aid Law

It is essential for Higher Education Institutions (HEI) and Research Institutions to correctly apply State aid law. Being increasingly dependent on alternative financial resources such as EU Funds or other income sources and activities, Universities and Research Institutes need to check systematically, whether the State aid law regime applies for the planned activities and projects.

### Practical Approaches for Various State Aid Cases in RDI

In this practical seminar participants are confronted with various hands-on questions regarding State aid in RDI. Use the opportunity to discuss questions of licencing and IP or the usage of shared facilities with your fellow colleagues from Europe. Take the chance to approach various State aid cases and questions such as the distinction between technology transfer, knowledge transfer and consultancy or projects related to several articles in the GBER.

- · How to apply the Union Framework for RDI in practice
- How to correctly distinguish and record economic and noneconomic activities
- How does a reasonable full costing scheme at Higher Education Institutions look like?

### Who is this event for?

### Staff from

- · Higher Education and Research Institutions
- National and regional ministries and agencies responsible for R&D&I
- Research & technology centres, clusters and other bodies engaged in R&D activities
- · Start-up support services
- · Competition authorities
- · Companies and industry working in R&D&I
- · National and regional Audit Institutions

Working in departments such as:

- · EU and national funding
- Legal Affairs
- · Research & Development, Technology Transfer, Valorisation
- · State aid and State aid control
- Internal Audit
- Finance and Accountancy
- Controlling
- Business Development
- Competition Policy
- External Affairs

### What will you learn at this event?

- What aspects are especially relevant for RDI State aid in the General Block Exemption Regulation (GBER)?
- How to cope with licences and intellectual property (IP) with regards to State aid
- · How to avoid unlawful cross-subsidisation
- How to assess various constellations of cooperation with the private sector with regards to State aid
- What is the impact of State aid regulations on financing RDI infrastructure and technology parks?
- How to ensure State aid compliance when dealing with ESI Funding for RDI projects
- · How to prepare for a financial audits in RDI projects

### euroacad.com/s2214

### Date of Event, Booking Number

18 - 19 February 2019 (S-2214)

### **Event Price**

Early booking price until 30 November 2018: 1.188,00 Price: 1.364,00

### **Event Language**

The event language will be English.

### **Event Location**

H4 Hotel Berlin-Alexanderplatz, Berlin, Germany www.h-hotels.com

### **International Seminar**

### How to Comply with the General Data Protection Regulation (GDPR) in Institutions of Higher Education and in Research Institutes

### Challenges and Implications in the GDPR Implementation Process

The aim of the GDPR is to harmonise data protection of individuals throughout the EU. The GDPR will increase monetary sanctions and risks of reputational damage in cases of non-compliance significantly. These consequences of noncompliance are putting pressure on universities and research institutes. The balancing of the conflicting rights to academic freedom and to informational self-determination is a significant task that universities need to manage.

This international seminar will give answers to the following major questions:

- What is the scope of legal application of the GDPR within Europe and when exactly do third party states need to abide by the rules and principles of the GDPR?
- What implication does data protection have in the context of scientific research?
- How should we implement and use the concept of a Data Protection Impact Assessment?
- How to overcome key challenges when transferring personal data internationally?
- What impact does the GDPR have on universities and research institutes?
- What are the main obstacles for universities and research institutes in the implementation process of the GDPR?
- · How does data governance support the management of risks?

### Who is this event for?

Directors, Chief Data Officers (CDO), Chief Digital Officers, Chief Information Officers (CIO), Data Protection Officers (DPO) and Coordinators, Information Officers, Data Analysts, Managers, Researchers and staff involved in student recruitment, who are responsible for data protection from the following departments:

- Data Protection
- Data Compliance
- Data Integrity
- Legal
- IT
- Audit
- HR
- Risk Management
- Internal Management
- Resource Management

From the following institutions:

- Institutions of Higher Education
- Research Institutes

#### Your benefits

- Deepen your knowledge and improve your professional skills in the field of data protection
- Benefit from best practice reports and case studies from our experts
- Discuss your challenges with our experts and receive practical tips and tricks how to proceed and what to be aware of
- Assess potential risks for your organisation and avoid sanctions or even reputational damages
- Network and exchange experiences with our experts and other professionals working in the field of data protection from all across Europe

### What will you learn at this event?

- What is the scope of legal application of the GDPR within Europe and when exactly do third party states need to abide by the rules and principles of the GDPR?
- What implication does data protection have in the context of scientific research?
- How to safeguard privacy effectively by addressing responsibilities and demonstrating compliancy to the GDPR in academic research
- How should you implement the GDPR and use the concept of a Data Protection Impact Assessment?
- What major provisions and principles apply for an international data transfer and how should key challenges be overcome effectively?
- How to balance the conflicting rights to academic freedom and, on the other hand, to informational self-determination

### euroacad.com/s2248

### Date of Event, Booking Number

27 - 28 May 2019 (S-2248 MC4)

### **Event Price**

Early booking price until 01 March 2019: 1.189,00 Price: 1.389,00

### **Event Language**

The event language will be English.

#### **Event Location**

\*\*\*\* Hotel in Berlin, Germany

### BOOKING

E-mail: booking@euroacad.eu Phone: +49 (0)30 802080-20 Fax: +49 (0)30 802080-22 250 For online booking please visit our website: www.euroacad.eu



Booking	(DM-SE)	Please do not forget to indicate the booking number and the event title!
EVENT TITLE:		BOOKING NUMBER (DMW-SE):
Delegate 1		
First name		Phone
Last name		Fax
Your organisation		E-mail
Department		Invitation letter for Visa purposes
Unit		(fee required).
Job position		
Street		
Postcode/City		
Country		
Delegate 2		
First name		Phone
Last name		Fax
Your organisation		E-mail
Department		Invitation letter for Visa purposes
Unit		(fee required).
Job position		
Street		
Postcode/City		
Country		
Invoice Organisation		
First name		Street
Last name		Postcode/City
Your Organisation		Country
Department	Phone	
Unit		Fax
Job Position		
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With my signature I confirm my regi Terms and Conditions as legally bin	ding.	In case of registration of more than one delegate do you prefer: Single invoice? Collective invoice?
I herewith agree to receive furth European Academy for Taxes, E		NOTE Only Valid with Signature and Stamp.
Place, Date	Authorised Signature	and Stamp

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#### for the offer of European Academy for Taxes, Economics & Law

#### § 1 Scope - Subject of contract - Contractor

(1) The GTC apply to the participation in all training activities such as courses, seminars, workshops, trainings ("Event") offered and conducted by European Academy for Taxes, Economics & Law ("EA") including all goods and related services, unless otherwise agreed, e.g. by agreeing on special conditions.

(2) Legal provider of services from EA and the sole contractor of all services is EuroAcad GmbH represented by the Managing Director Christoph Brauner Leipziger Straße 9 in 10178 Berlin, Germany, registered with the local register court of Charlottenburg, HRB 15132B.

(3) EA provides its services exclusively to entrepreneurs in the meaning of section 14 of the German civil code (BGB), legal entities of public law and to public-law special funds ("Customer"). Only those persons become contractors of EA. The persons that have been designated and registered by a Customer for an Event ("Participants") do not become contractors of EA. The offer is not directed to consumers.

(4) These GTC apply exclusively; EA does not accept any conflicting or deviating terms and conditions of Customers, unless EA has agreed explicitly to them in writing. These GTC apply also if EA renders its services unconditionally in knowledge of conflicting or deviating terms and conditions of Customers.

#### § 2 Offer - Registration - Contracting

(1) The Customer can register for Events via the booking form on the internet, mail, fax or email. A booking is accepted and a legally binding contract is entered if EA accepts explicitly the registration of the Customer or does not reject the booking within seven days after receipt of the completed and signed booking form in writing. The contract becomes legally binding at the latest once the full booking fee has been credited on the bank account of EA. In addition, EA will confirm the booking to the Customer by email. A partial booking is only possible if parts of an Event have been declared partially bookable.

(2) Registrations are always handled in the order of receipt. If one booking cannot be considered, the relevant Customer will be informed promptly.

#### § 3 Service of EA

(1) Content, extent, duration and other details of the Event and the services are set forth in the publications of EA on the Events and are the basis for the booking of the Customer. (2) The event fee is per person and event date. It includes - as far as announced – the event documents, lunch and beverages. Furthermore, the issuance of a participation certificate is included. Hotel accommodation / overnight stay / travel arrangements are not included.

#### § 4 Event fee and charges - Payment conditions - Set-off

(1) Unless agreed otherwise, the event fees set forth in the publications on the Events apply. Furthermore, EA may charge additional charges for additional services as incurred (e.g. handling of visa invitations, changes to invoices, mailing of invoices, etc.) according to the price list published on the website of EA at the time the contract is concluded. VAT applicable on the day of invoicing must be added to all prices.

(2) The Customer is obliged to pay the agreed fee and any additional charges in advance, i.e. before the start of an Event. Invoices are due immediately upon receipt without any deduction. Invoices are sent electronically. A Customer who does not make the payment within seven days after the due date is in default. If a Customer is in default, EA is entitled to charge interest in the amount of 8% above the base rate fixed by the European Central Bank. If EA proves a higher amount of damage caused by the delay of payment, EA may assert a claim for such higher amount. (3) Instalments are accepted only in exceptional cases and only based on an individual written agreement. Payments shall only be made based on invoices or made by wire transfer. Cash or credit card payments are accepted only if previously agreed by EA. Payments by bill / check will not be accepted.

(5) A set-off by the Customer is only possible with claims that have been awarded by a final court judgment, have been recognized by EA or are directly linked to the main claim of EA.
(6) A settlement via credit card on the website is carried out by: HUELLEMANN & STRAUSS ONLINE SERVICES S.à r.l.; 1, Place du Marché; L-6755 Grevenmacher; R.C.S. Luxembourg B 144133; email: info@hso-services.com; managing director: Ramona Spies Heiko Strauss. This does not apply for credit card payments made over the phone.

#### § 5 Withdrawal by the Customer - Cancellation

(1) Cancellations must be made in writing or in text form. For a cancellation more than 30 days before the Event, a processing fee of 80.00 € plus VAT is due immediately. The remaining conference fee after deduction of the processing fee will be refunded. For a cancellation more than two weeks before the Event 50% of the event fee and additional charges plus VAT have to be paid by the Customer. In case of a no show or cancellation within a period of two weeks before the Event, the full fee for the Event plus VAT is due and payable. The Customer is free to prove that the damage caused to EA was smaller or did not exist. EA accepts substitute Participants at no additional cost replacing the originally registered Participant if EA is informed of the substitution at least three days prior to the Event.

(2) A partial / daily cancellation of an Event and a substitution for a part of the Event or on a daily basis is not possible.

(3) If the event fee including any additional charges is not paid on the day of the Event or can the payment not be clearly proved, EA can exclude the relevant Participant from the Event. Nonetheless, the event fee remains due immediately and can be claimed by EA by enforcement or in court proceedings.

§ 6 Cancellation / Changes by the organiser / Exclusion of participants from the Event

(1) EA is entitled to withdraw from the contract for cause, irrespective of other reasons, in particular if:

there are not sufficient registrations for an Event; or

the Event has to be cancelled due to reasons that are not under the control of EA (e.g. force majeure, strike, due to absence of a speaker, disruptions at the venue).

In the aforementioned cases all paid participation fees will be fully refunded. EA will inform Customers as early as possible in such cases. A cancellation due to an insufficient number of registrations will be communicated by no later than two weeks before the Event.

(2) Claims for damages of Participants are excluded in those cases, unless such costs are incurred due to gross negligence or wilful conduct on the part of EA or its agents. In case of disruption of its services, EA commits to undertake all reasonable measures to contribute to remedying or limiting the disruption. Should EA reimburse travel expenses in certain cases out of goodwill, this shall constitute an exception.

(3) EA reserves the right to substitute speakers by others and make any necessary changes to the Event program or to relocate the venue while maintaining the overall character of the Event as required.

#### § 7 Copyrights, Privacy policy and Lists

(1) The documentation/records distributed at the Event are protected by copyright. Copying, dissemination or any other commercial use or commercial exploitation of the documentation - including excerpts - is permitted only with the express written consent of EA. Participants my not take any pictures or make audio and/or video recordings of the Events without the express written consent of EA. EA reserves all rights.

(2) The names of the Participants and the Customers including their addresses can be made available to the other Participants and be communicated (including the relevant addresses) to a company responsible for the mail delivery. Customers or Participants have no right to claim the handover of the list of Participants of the visited Event.

(3) Customer and Participant agree to the recording (video, photo, audio etc.) of their person at an Event and consent that these recordings may be used, exploited and/or published by EA. (4) The privacy policy published on the website of EA applies. Besides, the statutory provisions apply.

#### § 8 Liability

(1) The Events are carefully prepared and performed by qualified speakers. EA accepts no liability for being up-to-date, the accuracy and the completeness with respect to the documentation distributed at the Event and the conduct of the Event and/or any other contents of the Events, provided that there is no intention or gross negligence of EA or its agents.

(2) Our liability for breach of contract and for tort is limited to intent and gross negligence. This does not apply to injury to life, limb or health of a Participant, or claims regarding the breach of cardinal obligations, i.e. of obligations arising from the nature of the contract, breach of obligations that endangers the purpose of the contract, or a damage caused by delay (section 286 BGB). In that regard, EA is liable for every degree of fault. As far as damage does not result from injury to life, limb or health of the Customer, EA is only liable for typical damages.

#### § 9 Place of performance - Choice of law - Jurisdiction - Miscellaneous

(1) If the agreement provides for nothing else, the location of payment is the registered office of EA in Berlin. The location of performance is Berlin.

(2) The law of the Federal Republic of Germany shall apply to this agreement. The application of the United Nations Convention on Contracts for the International Sale of Goods (CISG) is excluded.

(3) Agreements with entrepreneurs, legal entities of public law and to public-law special funds are subject to the exclusive jurisdiction of the competent court for our registered place of business. EA may also sue the Customer at its general place of jurisdiction.

(4) All legally relevant declarations and notifications which the Customer makes vis-à-vis EA or a third party shall require text form or be made in writing, unless otherwise provided in these GTC.