



# Guidelines for ETH bids for tenders for large events

# Purpose of this document

When you participate in major national or international networking and informational events as a regular part of your teaching and research work as a member of the ETH, the organising team concerned normally seeks a host for later editions of the same event in parallel. The decision-making body concerned generally prepares an invitation to tender for this purpose, which it shares with participants.

If you would like to take part in a tender procedure of this nature, you will find here valuable information and points to consider in relation to your bid for ETH Zurich as a venue and host.

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# Your individual bid dossier

The invitation to tender normally prescribes a structure for the key questions. When you adhere to it, it becomes easier for the decision-making body to understand it and to keep an overview. Every bid is individual.

## Visuals

Use only high quality, up-to-date visuals. Images communicate an impression faster and more intuitively than long texts. The E-Pics image database is available on this website [ETHZ- Website](#), or images can be requested from the [Corporate Communications department](#).

## Time horizons

It can take well over six months, often as much as a year, to evaluate and prepare a dossier properly, depending on the size of the event, desired reservation period and complexity of the overall programme conditions (e.g. seeking sponsors). Nevertheless, not all details have to be clarified in your first submission. Normally, you will be given a time window after the submission deadline to answer questions in more detail or to add certain documents to your bid, which were not previously requested.



# Tips on content

## ETH-specific advantages of your dossier

### Cover letter – why come to ETH Zurich?

Your connection with the event and the ETH are the prominent feature. Demonstrate how closely your network is linked to the ETH and why participants will benefit from that. In addition to our university's good reputation, distinctions and awards (<https://ethz.ch/en/the-eth-zurich/portrait.html>), its location in Zurich and across Switzerland is a plus.

### Free rooms

If you, and therefore the ETH, play the role of host (in other words if you invite the participants), rooms on the ETH campus are provided free of charge. Scrutinise the schedule of fees in the regulations on the use of rooms [Gebührenordnung zum Raumbenutzungsreglement](#) (only available in German) in detail, since third parties wishing to act as event organisers are not allowed to benefit from this advantage and have to pay room rent.

There is a great deal of flexibility between semesters regardless of the duration of the event and including set-up and take-down days, which not every event venue can offer. As a result, you have a considerable cost advantage over your competitors.

### Support from the Event Management Section

Our section is responsible for issuing authorisations and will also support you with a very wide range of services. Among other things, we will compile your entire candidacy at your request or work with you on the content.

We will always advise you holistically and with a great deal of specialist knowledge in and around the ETH as an event venue, whether on individual issues or from A to Z.

The service costs are based on flexible depths of service, like a modular principle. They are also marginal compared to those of an external event agency, which is a further advantage for your bid. Naturally, at your request we will also support the organising committee's event agency. Ideally, you should use our non-binding [cost calculator](#) in the initial stages when considering the depth of service.

Regardless of whether you already know precisely what you do or do not need, simply generate a request for authorisations via our service platform [Servix](#). You can also address our Events Team directly on this platform, and a skilled specialist will contact you. The first consultation is free of charge, regardless of whether the event takes place and whether further assignments arise or not. If you are already familiar with our range of services and only have questions about a single area, you can involve the relevant team directly (e.g. only registration or only event technology).

## Third-party support

### Letters of support

Support for your application from prominent members of your network or of the relevant local network will lend weight to your bid. Attach individual letters, which are tailored to the content.

For example:

- > Introduction to the company
- > What is the relationship between the company and the bidder?
- > What advantages will arise from collaborating with the bidder?
- > Reasons for supporting the bid (list advantages, highlight assets)
- > In what form can the company provide support (customised solutions to support the bid)?

### Local industries

Local industries which could benefit from large events frequently offer valuable support

- > Mobility: Railways (SBB), Zurich Airport, public transport (ZVV)
- > Tourism: Location marketing by Zurich Tourism and Switzerland Tourism
- > Industry
- > Political sphere
- > Science: ETH departments obtain letters of support directly from the ETH Executive Board or the ETH Council via the head of department.

## Advantage of location

### What does Zurich offer?

<https://meeting.zuerich.com/en/whyzurich>

- › History and world cultural heritage
- › Political positioning
- › High quality of life (lakeside location, close to nature, water quality, educational centre, cost-efficiency)
- › Very well connected to international airline, rail and road links
- › Excellent transport links within the city
- › Cuisine
- › Wide selection of accommodation in all price segments (note: Zurich Tourism no longer offers block bookings for accommodation; guests book their own or the event organiser secures contractually binding block availability).

### Attractive Switzerland

<https://www.myswitzerland.com/en-ch/>

- › General positioning associated with security and prosperity
- › Nature, culture, different linguistic regions and tourist attractions can be reached in a very short time
- › Internationally renowned host of major events
- › High-performing service and production mentality: reliable, punctual with guaranteed high quality

## Draw up a budget

Guideline prices for the significant cost items are generally adequate. These include accommodation, rent of rooms and exhibition spaces, technical equipment and catering.

Note: Switzerland is generally perceived as a high-priced area. By international comparison, the costs of the technical infrastructure and hotels do actually tend to be high, for example.

It is therefore all the more important to emphasise those factors, which reduce costs. As an additional argument, some of these are associated with sustainability, such as

- › free conference rooms at the ETH
- › efficient and low-cost services from the Event Management Section
- › a balanced range of accommodation (in other words including youth hostels or B&Bs, which offer a very high standard by international comparison)
- › possibility for daily catering with vouchers in student restaurants
- › day tickets for Zurich public transport (ZVV) for all delegates instead of group transportation by bus
- › using existing technical infrastructure to put parts of the event online, e.g. to save flight costs for individuals

Costs can also be cut by holding the event outside the local peak times. In Zurich, these times are weekends from Friday to Monday and the holiday weeks Ferienwochen (only available in German) in general.

One comment on technical costs at the ETH:

The projector and microphones in the lecture halls are free of charge. However, these installations are not adequate for larger events. The required standards for lighting, sound, equipment for exhibitors, facilitators and online transmissions are constantly rising. In addition, technical support on site is increasingly becoming a core element in order to guarantee reliable and professional execution.

The ETH's Event Technology Team is supported by a WTO partner which not only has the capability to use the building efficiently, but also supports the ETH's cost philosophy. In addition, when selecting partners we look for a high quality of service and a wide selection of available rental equipment. The costs remain within a controlled, competitive framework.

# Internal procedures and contacts at ETH

## ETH event management from A to Z

A large service and information team is available to support your bid. You can draw on this team as a whole or on the modular principle. The team specialises in finding tailored solutions for you end to end in all relevant areas, and in guaranteeing that these solutions are cost-efficient and top quality.

### Event organisation at ETH.

#### **Servix – first point of contact**

Whatever service you are looking for, the fastest way to reach the right contact for your needs is by generating an application on our [Servix service platform](#). In the first instance, the Authorisations Team will examine whether your event complies with ETH's many guidelines, whether there are conflicts of interest and whether you could receive support from other in-house teams.

#### **Authorisations – an absolute must**

The authorisation is a core document for every event. Any information on the following is helpful for the preliminary evaluations:

- › Content of the conference, outline programme
- › Information on sponsors, media activities, target groups of guests
- › Reports on previous events
- › Your role as the host or sponsor
- › The general connection with or the value of the event for the ETH

Almost every event outside normal teaching is subject to authorisation. The application should therefore be submitted before your bid is activated. The conditions for being able to use the rooms free of charge and the most important general constraints to be considered are summarised here: <https://rechtssammlung.sp.ethz.ch/Dokumente/214.11.pdf> (available in German only)

[You will find more information about authorisations here.](#)

## Eventmanagement Group – central point of contact

The Eventmanagement Group not only acts as the main interface for all logistical tasks, but it also knows how to accentuate creative, tailored features.

On request, it will generate your entire bid in close consultation with all interfaces and with Zurich Tourism, and will provide you with a dossier. In addition, it will take responsibility for coordinating all in-house and external service providers, obtain quotations and ensure a coherent, end-to-end, smooth process up to the point when the invoice is issued.

The first overall consultation is free of charge and can be requested together with your application with one click on [Servix](#).

The Eventmanagement Group is supported by a wide range of colleagues with knowledge and tools for specific areas, both from its own ranks and across departments (e.g. Operations, ID MMS).

## Room reservations and ideal booking window

The Events Team will be pleased to tell you which rooms suit your event best and when across all ETH sites, and will help you to make a reservation on request. There are normally no cancellation costs later.

- › [You will find descriptions, plans and equipment for plenary sessions, exhibition areas and meeting rooms.](#)

Since teaching takes priority at all times, the larger rooms are not fully available for other events. If the desired booking period is within the next 12 months, certainty about their availability can be obtained very quickly.

However, if the ideal date is a long way off, you have to consider not only teaching but also recurrent school management events, upcoming building works or other blocking factors.

If possible, therefore, clarify how flexible the dates are with the organising committee involved before submitting your bid. You know the target group and agenda of the event best and may be able to manage your candidacy to optimum effect.

The following time windows generally allow more availability and flexibility of use:

- › Outside the semester and exam session dates Semester- und Prüfungssessionsdaten: The months of June, July and up to mid-August

Since the period from mid-July to August is also well established in the international calendar, this time window does not always appear attractive to an organising committee. However, depending on the target group, others may be looking for precisely these months, possibly because the target audience is free at that time or is particularly budget-sensitive.

From the end of August, most rooms are generally blocked due to the ETH's own large events run by the school management (e.g. Scientifica, Industry Day). Nevertheless, it is always worthwhile to make a detailed assessment, because these events are not always held annually.

## Further tips on how to stand out from competitors

### Catering

ETH's catering partners are experienced in catering well and cost-efficiently for a large number of guests.

They will develop tailored concepts on request, or offer your guests vouchers for their existing products:

- › Compass Group
- › SV (Schweiz) AG / ETH Caterings
- › ZFV Catering

The Eventmanagement Group also has a large network of other external caterers. Therefore, a mix of products can be offered or even more features accentuated in general, such as:

- › Consistent focus on sustainability
- › Themed for your event or research field
- › Local providers (e.g. farms around the Hönggerberg Campus)
- › Fusion food, molecular cuisine, planted chicken – nutritional trends of all kinds

### Mobility and transport

The Services Department, or the Transport Group, will support you with cost-effective transport of goods and people in addition to the ETH Shuttlebus eLink.

Zurich transport companies offer groups a wonderful transport network with which your delegates can travel quickly, safely and autonomously all over the city, for example from the hotel to the meeting every day.

### Helpers

Reception, seating, messenger services: the Service Department obtains and organises helpers from among the ranks of the ETH students for a wide range of tasks. These helpers have local knowledge, are experienced and reliable, and in return have the chance to improve their finances somewhat while studying.

### Fringe programme

Special localities, artists of the most diverse genres, discovering Zurich or experiencing a very special evening: the Eventmanagement Group has many contacts and ideas.

Guided tours on campus:

Give your delegates the opportunity to discover useful facts about the place they are visiting or to get a glimpse "behind the scenes". The ETH Zurich Tours Group provides content for guided tours in many themed areas.

Sport:

Use the wide-ranging ETH infrastructure to complement demanding seminar days with exclusively designed sports instruction from the ASVZ (Academic Sports Association Zurich).

We look forward to your enquiry.

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**[ethz.ch/eventorganisation](https://ethz.ch/eventorganisation)**

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