



HOP MED PÅ

IT-DAY 2022

Danmarks største IT-
karrieremesse mellem
IT-studerende og
virksomheder

Odense d. 7. april 2022

Aalborg d. 21. april 2022

København d. 28. april 2022





IT-DAY afholder endnu engang IT-karrieremesser i Aalborg, Odense og København. IT-karrieremesserne bliver afholdt i april 2022. Vi forventer 300-500 deltagende IT-studerende i alle byer. Sidste år blev IT-DAY afholdt virtuelt. På trods af dette deltog, samlet set, 45 virksomheder og 1.251 IT-studerende. Vi oplevede en enorm interesse og blev rigtig godt modtaget af både IT-studerende og virksomheder.

Første år opnåede vi følgende:

- 190.000 visninger af vores markedsføring.
- 2.000 trykket "interesseret eller deltager" på FB begivenhederne.
- 1.251 deltagende IT-studerende.
- 2.600 besøg på vores hjemmeside.
- 5.148 interaktioner mellem de deltagende virksomheder og IT-studerende.
- 4 timer brugt på messen i gns. af deltagerne.



IT-DAY KONCEPTET: DANMARKS STØRSTE IT-KARRIEREMESSE

Gennem IT-DAY får I mulighed for;

- At finde kommende medarbejdere, interns, graduates, studiemedhjælpere.
- At komme i kontakt med færdiguddannede som er dimitteret samt andre erfarne jobsøgende inden for IT.
- At blive eksponeret for alle landets IT-studerende gennem stærk markedsføring
- At møde de forskellige IT-studieretninger og lære hvad de kan
- At finde projektsamarbejder og andre samarbejdsmuligheder.
- At slå jeres nuværende jobs op på fysiske jobtavler til karrieremessen, for yderligere eksponering
- At fortælle hvad I arbejder med: Data, udvikling, projekter, teknologier med videre
- Hyper præsentation - 1 minuts pitch foran alle de deltagende IT-studerende i starten af messen. (De 30 første tilmeldte virksomheder får en Hyper Presentation)

LARGEST IT-FAIR IN DENMARK

FOR STUDENTS | BY STUDENTS



IT-DAY AALBORG

Med over 4.000 IT-studerende på AAU (AAU i tal), Danmarks største IT universitet, og 450 IT-studerende på UCN (UCN i tal), så er der et godt fundament for Jyllands, hvis ikke Danmarks, største IT-karrieremesse. Samtidigt er Aalborg Universitet, dét universitet i Danmark som udbyder langt flest IT-uddannelser (ca. dobbelt så mange sammenlignet med landets øvrige universiteter). Dertil så er messen åben for øvrige IT-professionelle som er ledige.

Der er ikke rift om de studerendes opmærksomhed i Aalborg på samme måde som i Aarhus og København, hvorfor Aalborg er det oplagte sted for jeres virksomhed at sikre jeres næste IT-talenter. Videre fraflytter 60% af dimittenderne i Nordjylland efter endt uddannelse (AAU Dimittend rapport 2019).

DELTAGENDE UDDANNELSER

Blandt de deltagende IT-studerende til IT-DAY Aalborg var følgende uddannelser repræsenteret;

IT-ledelse, Computer Engineering, Computer science, Datalogi, Datamatiker, Information Architecture, Interaktionsdesign, Internet technologies and computer systems, Information studies, IT design and application development, , Product Development and Integrative Technology, Software, Web development, Diplomingeniører i Software, Wireless communication, Robotics m.fl.

IT-DAY ODENSE

Odense er interessant, grundet sin centrale beliggenhed i Danmark med SDUs, VIAs og UCLs omtrent 3.200 IT-studerende. Videre er Odense interessant grundet et fokus på de mere "hardcore" IT-uddannelser såsom software udvikling, Robotics og datalogi - hvilket også har højnet Odense som robothovedstaden i Europa. Der er dermed rig mulighed for at rekruttere bredt blandt de mange tekniske profiler der dimitterer i Odense-området hvert år. På samme vis som Aalborg, er der heller kamp om IT-profilerne i Odense, på samme måde som i København. Dermed vil det være fordelagtigt for jer, at vise jeres banner her.

DELTAGENDE UDDANNELSER

Blandt de deltagende IT-studerende til IT-DAY Odense var følgende uddannelser repræsenteret;

Datalogi, Sundheds- og velfærdsteknologi, Spiludvikling og læringsteknologi, Software engineering, Robotteknologi, Mechatronics, Fysik og teknologi, Electronics, Biomedicinsk informatik, Web communication design, Robotteknologi Data Science, Digital konceptudvikling, Advanced Robotics development, Product development and Integrative technology m.fl.



state = false
and if (false)
oldstate then
state = true then
below depending on w
high or low on trigg
transmit2(false)
oldstate = state
end if

by for IT and tech

CYBER SECURITY:

**A CAREER CHOICE
FOR EVERYONE**

IT-DAY KØBENHAVN

København er interessant grundet dets mange universiteter som udbyder IT-uddannelser. Eksempelvis huser København AAU (KBH) DTU, ITU, KU m.fl. og de dermed mange tusinde IT-studerende. Grundet de mange IT-studerende er det således også en by med stor konkurrence mht. at rekruttere IT-dimittenderne. Såfremt I har brug for IT-arbejdskraft i København kan det dermed være en fordel at vise jeres banner til IT-DAY så i kan få et talerør til de studerende og skære gennem den øvrige støj.

DELTAGENDE UDDANNELSER

Blandt de deltagende IT-studerende til IT-DAY København var følgende uddannelser repræsenteret;

Global Business Informatics, Digital Design og Interaktive Teknologier, Softwareudvikling, Data Science, Digital Innovation & Management, Datalogi, Softwaredesign, Spil, Datalogi-økonomi, Machine learning og datavidenskab, Cyberteknologi, Elektronikteknologi, Kunstig intelligens og data, Matematik og teknologi, Medicin og teknologi, Strategisk analyse og systemdesign, Web development, Datalogi-økonomi m.fl.



THE FUTURE OF
**ARTIFICIAL
INTELLIGENCE**

PRAKTISK INFORMATION

AALBORG

Hvor: Create, Rendsburggade 14, 9000 Aalborg

Hvornår: Den 21. april 2022 fra 10:00-15:00.*

Pris: 12.500 DKK ekskl. moms og opkræves 3-4 måneder op til messens afholdelse. Forventeligt i januar 2022.**

Stand: 3x3 meter - som udgangspunkt.***

ODENSE

Hvor: To be announced

Hvornår: Den 7. april 2022 fra 10:00-15:00.*

Pris: 10.000 DKK ekskl. moms og opkræves 3-4 måneder op til messens afholdelse. Forventeligt i januar 2022.**

Stand: 3x3 meter - som udgangspunkt.***

KØBENHAVN

Hvor: To be announced

Hvornår: Den 28. april 2022 fra 10:00-15:00.*

Pris: 15.000 DKK ekskl. moms og opkræves 3-4 måneder op til messens afholdelse. Forventeligt i januar 2022.**

Stand: 3x3 meter - som udgangspunkt.***

* Dato og tidspunkt kan variere.

** Tilkøbes en stand til alle (3) messer, ydes der 20% besparelse. Dvs. den samlede pris bliver 30.000 DKK.

*** Det er muligt at udvide standen, eksempelvis til 6x3 meter. Såfremt dette ønskes bedes i kontakte os.

YDERLIGERE BETINGELSER

- Deltagelse i IT-DAY accepteres med en skriftlig accept pr. mail af begge parter.
- Fortrydelsesret: Virksomheden har fortrydelsesret indtil 3 måneder for messens afholdelse. Herefter er virksomheden ikke berettiget til at få sin betaling tilbage, af planlægningsmæssige årsager, medmindre det lykkedes at afsætte standpladsen til anden part.
- IT-DAY bestræber sig på af afholde messerne fysisk, men forbeholder retten til at afholde messen digitalt afhængigt af myndighedernes anvisninger mht. større forsamlinger i månederne op til messen. Såfremt messerne afholdes digitalt vil der ydes rabat.
- IT-DAY fastholder retten til at aflyse eventet mod fuld tilbagebetaling til virksomheden.
- Der er ingen garanti for at tilsendt markedsføring opslås på vores sociale medier. Vi forbeholder os retten til kun at slå det op som vi vurderer vil skabe den største interesse fra de IT-studerende og dermed de opslag som sikrer deres deltagelse. Herudover er det muligt vi får tilsendt så meget content at vi ikke vil kunne nå at slå det hele op før messens afholdelse.
- Man er som virksomhed kun blevet tildelt en Hyper Presentation hvis I modtager bekræftelse herpå.
- Faciliteter på messen: Standen vil, som udgangspunkt være 3x3 meter, medmindre større stand tilkøbes efter særlig aftale med IT-DAY. Strøm og internet vil være til stede i det omfang den enkelte facilitet kan udbyde det. Mere information herom følger. Som udgangspunkt skal virksomhedens medbringe sit eget messe inventar.

MARKEDSFØRING

Send os markedsføringsmateriale

IT-DAY har opnået stor succes med at markedsføre de deltagende virksomheders content på IT-DAYs platforme. Sidste gang opnåede IT-DAY samlet set 190.000 visninger af partnervirksomhedernes content.

IT-DAY tilbyder således markedsføring forud for messen med henblik på at promovere jeres deltagelse ud til de studerende, så de ved at de kan finde jer på messen. Denne markedsføring får i med i jeres stand pris uden yderligere omkostninger. IT-DAY stiller dog ingen garanti for alle opslag vil nå at komme op (jf. terms and conditions).

Gode råd

- Videoklip er uden tvivl det format som resultere i flest visninger.
- Materialet skal gerne være på engelsk da det er standardsproget som bruges i IT-DAY.
- Sæt undertekster på. Når de studerende scroller igennem de sociale medier afspilles videoen automatisk - dog uden lyd medmindre det aktivt slås til.
- Fordelagtig længde (25-35 sekunder). Maksimal længde (35 sekunder) medmindre andet aftales.
- I kunne evt. komme ind på følgende: Hvem er i? Hvad laver i? Hvorfor er I spændende? Hvilke teknologier arbejder i med? Og vi ses til IT-day. Alternativt kan I nævne graduate stillinger, jobopslag, projekt samarbejds muligheder mv. Vi vil også gerne have navnene på dem der er med i filmen, eller hvem man kan snakke med på messen (De bliver tagget).

For yderligere information

KONTAKT



2022

Vi glæder os til at gæste jer på IT-DAY



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JOIN US

IT-DAY 2022

Denmarks largest IT-Career
fair between IT-students
and companies

Odense - 7th of April 2022

Aalborg - 21st of April 2022

Copenhagen - 28th of April 2022





IT-DAY is hosting another round of IT-career fairs in Aalborg, Odense and Copenhagen - in April 2022. We expect approximately 300-500 participating IT-students in every city. Last year, IT-DAY was hosted virtually. Despite this more than 45 companies and 1.251 IT-students participated. We experienced an enormous amount of interest and we were well received by both IT-students and companies.

The first year we achieved;

- 190.000 views on our marketing.
- 2.000 people that clicked "interested or participating" on our FB events.
- 1.251 participating IT-studerende.
- 2.600 visits on our webpage.
- 5.148 interactions between the participating companies and IT-students.
- 4 hours, on average, spent at the fair by the participants.



THE CONCEPT: DENMARKS LARGEST IT-CAREER FAIR

Through IT-DAY you'll have the opportunity;

- To find future employees, interns, graduates, student helpers etc.
- To come in contact with graduated IT-professionals and experienced job seekers within IT.
- To become top-of-mind for all the IT-students in the country through strong marketing.
- To meet all the different IT-educations and learn what they are able to do.
- To find project collaborations and other collaboration opportunities.
- To post your current jobs on physical boards at the fair.
- To show what you work with (data, development, project, technologies etc).
- To have a Hyper Presentation - 1 minut pitch in front of all the participating IT-students at the start of the fair (The 30 first companies that secures their booth receives a Hyper Presentation).

LARGEST IT-FAIR IN DENMARK

FOR STUDENTS | BY STUDENTS



IT-DAY AALBORG

With over 4.000 IT-students at AAU (AAU i tal), Denmark's largest IT university, and 450 IT-students at UCN, there is a great foundation for Denmark's largest IT-Career fair here in the Paris of the North. Moreover, Aalborg University provides the largest amount of IT educations in Denmark, compared to the other danish universities (approximately twice as many). Finally the fair also welcomes PhDs, graduates within IT whom are looking to celebrate technology as well.

In Aalborg there is not the same competition for the students attention as in Aarhus and Copenhagen. Thus Aalborg is a perfect place for you to interact with the many graduating IT-talents. Moreover, over 60 percent of graduates move out of North Jutland after their studies - so geographical barriers are lower (AAU Dimittend report).

PARTICIPATING EDUCATIONS

Among the participating IT-students at last IT-DAY Aalborg, the following educations was represented;

IT-Management, Computer Engineering, Computer science, Datalogi, Datamatiker, Information Architecture, Interaction design, Internet technologies and computer systems, Information studies, IT design and application development, Product Development and Integrative Technology, Software, Web development, Software, Wireless communication, Robotics and more.

IT-DAY ODENSE

Odense is interesting due to its central geographical location in Denmark. In, and around, Odense the roughly 3.200 IT-students of SDU, VIA and UCL reside. Moreover Odense has a larger focus on the more "hardcore" IT educations such as software and robotics - which is why Odense is renowned to be the robot capital of Europe. Therefore there is a great opportunity to secure interact with the more technical IT-students at IT-DAY Odense. Like Aalborg, there is not the same focus on interacting with the IT-students as in Copenhagen, and thus it would be beneficial to show wave your banner here.

PARTICIPATING EDUCATIONS

Among the participating IT-students at the last IT-DAY Odense, the following educations was represented;

Datalogi, health- and welfare technology, game development and machine learning technology, Software engineering, Robot Technology, Mechatronics, Physics and technology, Electronics, Biomedical informatics, Web communication design, Data Science, Digital konceptudvikling, Advanced Robotics development, Product development and Integrative technology and more.



IT-DAY COPENHAGEN

Copenhagen is interesting due to its many universities that provide IT educations - such as AAU (CPH branch), DTU, ITU and KU whom houses many thousands of IT-students. Due to the many students, as well as it being the nations capital - there is quite a bit of effort from companies to interact with the IT-students. Are you in need of an IT-workforce in Copenhagen it would be beneficial to participate in IT-DAY Copenhagen in order to cut through the noise.

PARTICIPATING EDUCATIONS

Among the participating IT-students at the last IT-DAY Copenhagen, the following educations was represented;

Global Business Informatics, Digital Design og interactive technologies, Software development, Data Science, Digital Innovation & Management, Datalogi, softwaredesign, Game development, Datalogi-economics, Machine learning and data science, cyber technology, electronics technology, Artificial Intelligence and data, Math and technology, Medicin and technology, Strategic analysis and systemdesign, Web development, Datalogi-economics and more.



THE FUTURE OF
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PRACTICAL INFORMATION

AALBORG

What: To be announced

When: The 21st of April 2022 from 10:00-15:00.*

Price: 12.500 DKK excl. VAT. and will be invoiced 3-4 months before the fair. Expectedly in January 2022.**

Booth: 3x3 meters by default.***

ODENSE

What: To be announced

When: The 7th of April 2022 from 10:00-15:00.*

Price: 10.000 DKK excl. VAT. and will be invoiced 3-4 months before the fair. Expectedly in January 2022.**

Booth: 3x3 meters by default.***

KØBENHAVN

What: To be announced

When: The 28th of April 2022 from 10:00-15:00.*

Price: 15.000 DKK excl. VAT. and will be invoiced 3-4 months before the fair. Expectedly in January 2022.**

Booth: 3x3 meters by default.***

* Date and time can vary.

** If you secure a booth at all three fairs, you'll receive a 20% discount and thus the combined price will be 30.000 DKK

*** It is possible to expand your booth - e.g to 6X3 meters. If this is wanted, don't hesitate to contact us.

ADDITIONAL CONDITIONS

- Participation in IT-DAY is accepted by a written confirmation by both parties via e-mail.
- Cancellation rights: The company can up until 3 months prior to the fair cancel their booth(s) and get a full refund. Hereafter, the company is not guaranteed to get a refund unless the booth can be claimed by to another company.
- IT-DAY is striving to host the IT-Career fairs physically, but retains the right to host the fairs digitally depending on the governmental restrictions at the time of the fair. If the fairs are to be hosted digitally, IT-DAY will perform a discount for the company's booth purchase.
- IT-DAY retains the right to cancel the fairs. If this occurs the companies will be paid back in full.
- There is no guarantee that marketing materials will be posted on our social media, or via email. IT-DAY retains the right to only post content that we estimate to create the best incitement for the IT-students participation. Moreover, it is possible that we receive such a large amount of content, that we can't post all of it before the fairs.
- A company only has a right to a Hyper Presentation if the company has received written confirmation of this.
- Facilities at the fairs: The booth will by default be 3x3 meters, however a larger booth is possible to acquire. Electricity and internet will be available for the companies use depending on how much the particular facility can supply this. More information will follow. As default companies will bring their own fair equipment

MARKETING

Send us marketing materials

IT-DAY has achieved great success with marketing the participating companies' content on IT-DAY's platforms. Last time, IT-DAY experienced 190.000 marketing views of our partner companies' content.

Once again, IT-DAY provides marketing in the months leading up to the IT-career fairs, so that the students know they can meet you at the fairs. You have the opportunity to utilize this marketing without any added costs (cf. terms and conditions).

Advice

- Videoclips are without a doubt the format that generates the most views.
- The material must be in English.
- Be sure to put subtitles on the video. When students scroll through their media, the video will play automatically, but without sound, unless its activity is turned on. Moreover, they might watch it during class ;).
- Beneficial duration of 25-35 seconds. Maximal duration of 45 seconds unless otherwise agreed.
- Theme: You could talk about; Who you are, what you do, which exciting technologies you work with every day, and see you at IT-DAY. You can also mention upcoming graduate positions, job posts, collaboration opportunities etc. We would also like the names of the individuals appearing on the video in order to tag them on e.g. LinkedIn, when we post the video.

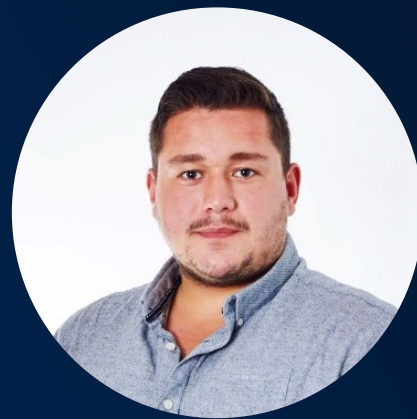
For additional information

CONTACT



2022

We can't wait to greet you at IT-DAY



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