# Content strategy

## Key Content

The key content is the upcoming code fair and therefore all information about this and the sign-up forms are essential content. This includes information about prizes to be won, participation and former code fairs to give the visitor the best understanding of the event. Also the coding workshops is important to communicate, to gain interest from secondary schools.

## Key function

The key function of the site is to get visitors from both the IT industry and students who works with IT. A key element is therefore the sign-up forms for participants. Valuable information to achieve this, is the prizes to be won and the opportunity to meet the industry and build upon your network. Another key functionality of the site is to gain the interest of secondary schools to participate in the coding workshops being held at the code fair.

## What will visitors remember?

Things to be remembered that is intended to keep the visitors interest is as before mentioned the prizes to be won, the career opportunities and the opportunity to improve your skills in IT. Secondary to this is practical information like event date, how to sign up and what skills is needed. This is things the visitor will remember after his interest in the event is gained.