



TECH CAREER Days

17th to 18th January 2019
Multipurpose Hall
MMU Cyberjaya

Organised By



IT Society



INTRODUCTION

Tech Career Days is an annual two-day tech career fair organised by the IT Society (MMU Cyberjaya). Through this event, we aim to build a solid connection between the IT industry and MMU students, by achieving the following goals:

- Help MMU students secure internships and full-time employments upon graduation, as well as freelance opportunities.
- Increase the exposure of MMU students about latest IT job trends and industrial expectations.
- Provide a platform for companies to find the technical talents they need.
- Enhance company's brand awareness among the youths.

During the past IT Career Week, we have successfully recorded a headcount of 833 across the span of two days, with 689 unique event registrations, in which 65% of them are computing and engineering students (according to Eventbrite). In these two days, students were able to interact with 30 exhibiting IT companies and 1 media partner (Radio MMU). Meanwhile, our new online resume submission platform also recorded a total of 159 resumes, which allows companies to review potential candidates prior to the event.



TECH CAREER DAYS 2017 - PAST EXHIBITORS

Platinum Sponsors



Gold Sponsors



Silver Sponsors



JobStreet.com jobsDB.com

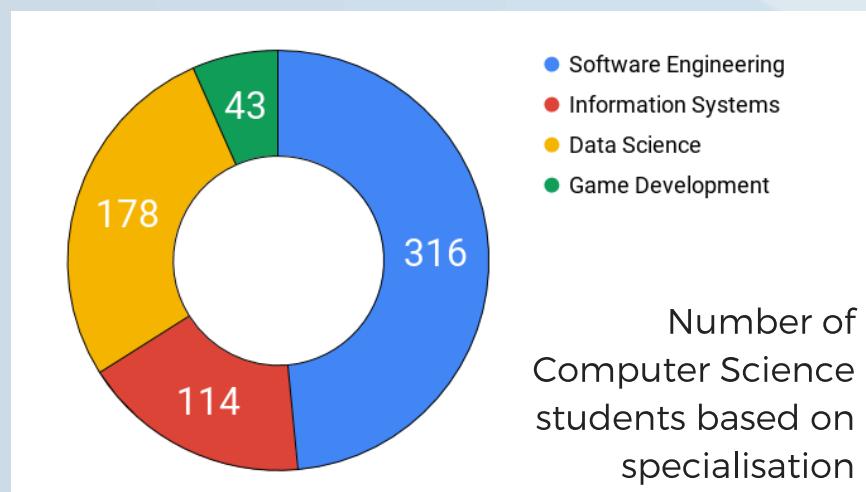
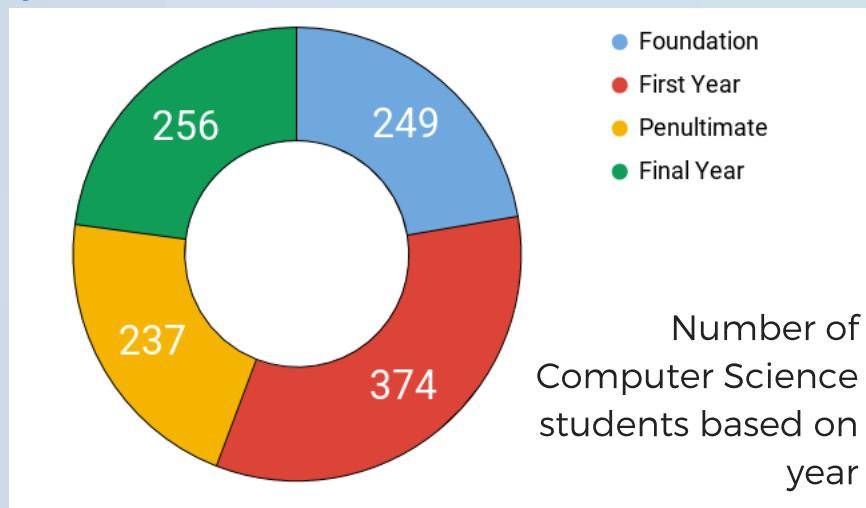
Supporting Partners



TARGET AUDIENCE

By participating in the event, you will be able to reach out to:

- Graduates
- Postgraduates
- Final Year Students - looking for full-time employment and management trainee program
- Penultimate Students - looking for internship
- Current Students - exploring career path or looking for freelance opportunities
- Others - Non-FCI students looking for opportunity to work in IT industry



MARKETING STRATEGIES

In Tech Career Days, we are committed to utilise various communication channels to extend the utmost reach of our event's presence. That includes using:

On-Campus Publicity

- T-Shirts
- Posters, Buntings, Banners, Backdrops, Flyers
- Company Leaflets distribution (during event day)
- Goodies Bags (during event day)
- Company Bunting Display (during event day)



MARKETING STRATEGIES

Online Publicity

- IT Society Website - <https://www.itsociety.rocks/>
- IT Society Group
 - <https://www.facebook.com/groups/itsociety.cyberjaya/>
- Fanpage - <https://www.facebook.com/ITsocietyMMU/>
- Tech Career Days Website - <https://www.techcareerdays.org/>
- MMLS (MMU's own learning system)
 - <https://mmls.mmu.edu.my/>
- MMU's Bulletin Board Announcements
 - <https://online.mmu.edu.my/index.php>
- Online Radio MMU Ads - <https://radio.mmu.edu.my/>
- Weekly event alerts



ACTIVITIES DURING TECH CAREER DAYS

- Student-employer interactions
- On-the-spot interviews

- Resume clinics
- Lucky draws



IT Career Week 2017
Event Highlights

<https://youtu.be/W-hTX90Cmas>



ABOUT IT SOCIETY MMU CYBERJAYA



Photo: 3 Days Of Code 2018

IT Society MMU Cyberjaya is a student-run faculty-based club. Our main goal is to help the students of MMU connect with IT industries at large in order to keep them updated about our modern, technological-advancing world before proceeding into the working environment. We as members of the IT Society of MMU Cyberjaya fully acknowledge this goal and are doing our best to make this goal a reality.



ABOUT IT SOCIETY MMU CYBERJAYA

From time to time, we organise talks, workshops, unconference (BarCamp), industrial visit to tech company offices nearby, as well as job fair such as IT Career Week (Rebranded as Tech Career Days).



Learn more about us here:

<https://www.itsociety.rocks>



WHY CHOOSE



MULTIMEDIA UNIVERSITY

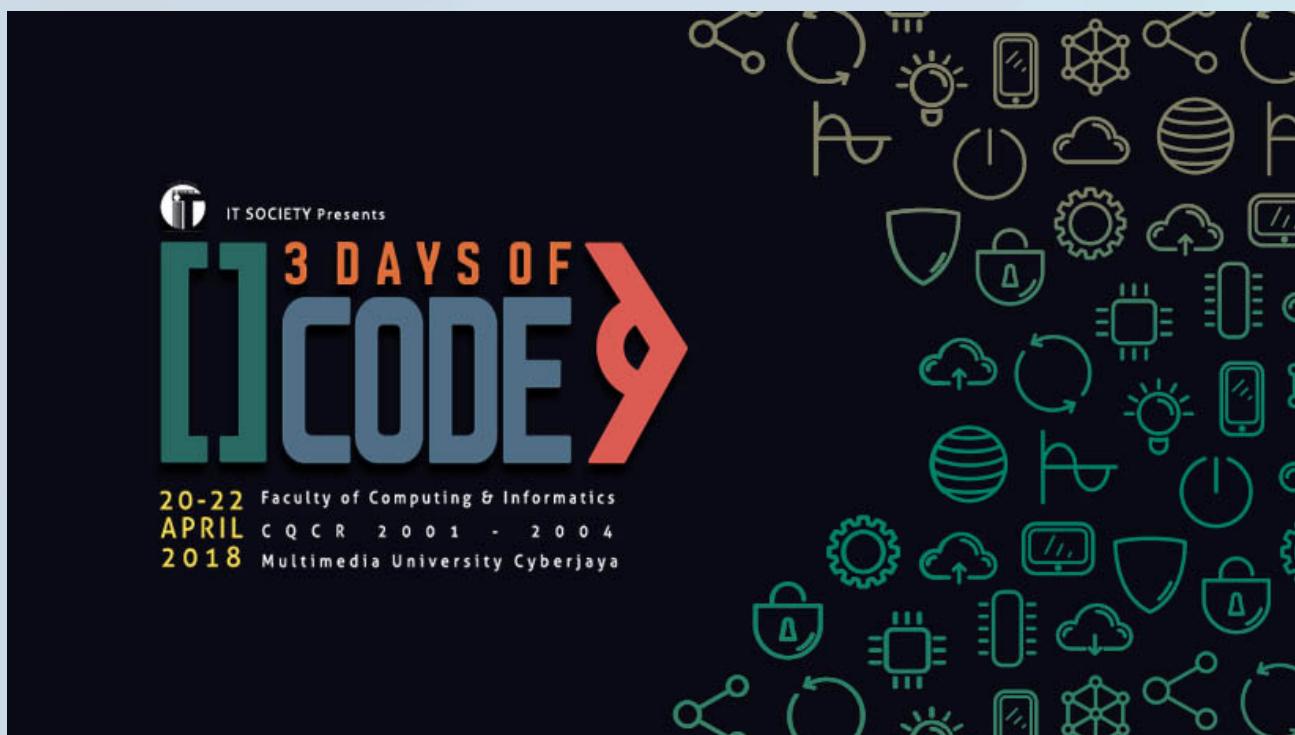
Multimedia University thrives with an active tech community, providing students majoring in many different fields of IT, many of which are hunting for IT companies in search of internships or full-time jobs, or are curious in finding out more about their future working life in the working environment. Apart from IT students, MMU Cyberjaya also has students majoring in many other fields such as business and management, engineering, and creative multimedia.



WHY CHOOSE



The activities carried out by the IT Society is one of the few examples of the vibrant life which describes the activities of a student of MMU Cyberjaya. One of the few activities conducted by the IT Society was the recent 3 Days of Code event held last April, which had been participated by many students, including those from other universities such as UTM, KDU, UiTM and many more.



WHY CHOOSE



Apart from that, many weekly activities are held in order to maintain persistent activeness among the students of the campus. In the case of MMU Cyberjaya, an example of a weekly activity is demonstrated by Hackerspace MMU, which holds meetings every Tuesday night to maintain a healthy, active and prolonged relationship between the club and its fellow members.

IT Society remains loyal to the club goal and works hard in bringing exposure of the ever-growing technology of the modern era to the students of our campus, organizing events to promote the skill and talents of that in MMU Cyberjaya, which goes to show that we will do our best in conducting a most memorable Tech Career Days event in order to fulfill a student's quest to find internships or a full-time job for their future.

Hence, it is with these we have testified the advantages and reason as to why MMU Cyberjaya is the best place to look for potential interns and employees for your company.



SPONSORSHIP PACKAGE

We have several categories available, enabling your organisation to benefit in different levels of exposure as part of event advertising and promotion activities.

PLATINUM

RM 2000
Max. 6 Reps
2 Days

GOLD

RM 1200
Max. 4 Reps
2 Days

SILVER

RM 800
Max. 3 Reps
2 Days

PRINTED COLLATERAL

Banners, Buntings, Backdrops, Posters and Flyers

ELECTRONIC COLLATERAL

Website & Facebook

SUPPORTING PARTNER LISTING

Logo placement at our website as supporting partner for the year, linked to company's website

T-SHIRT COLLATERAL

Logo placement at committee's t-shirt

**FREE RECRUITMENT POST ON FACEBOOK PAGE & GROUP
(OPEN COMMUNITY FOR 1 YEAR)**



SPONSORSHIP PACKAGE

All Companies

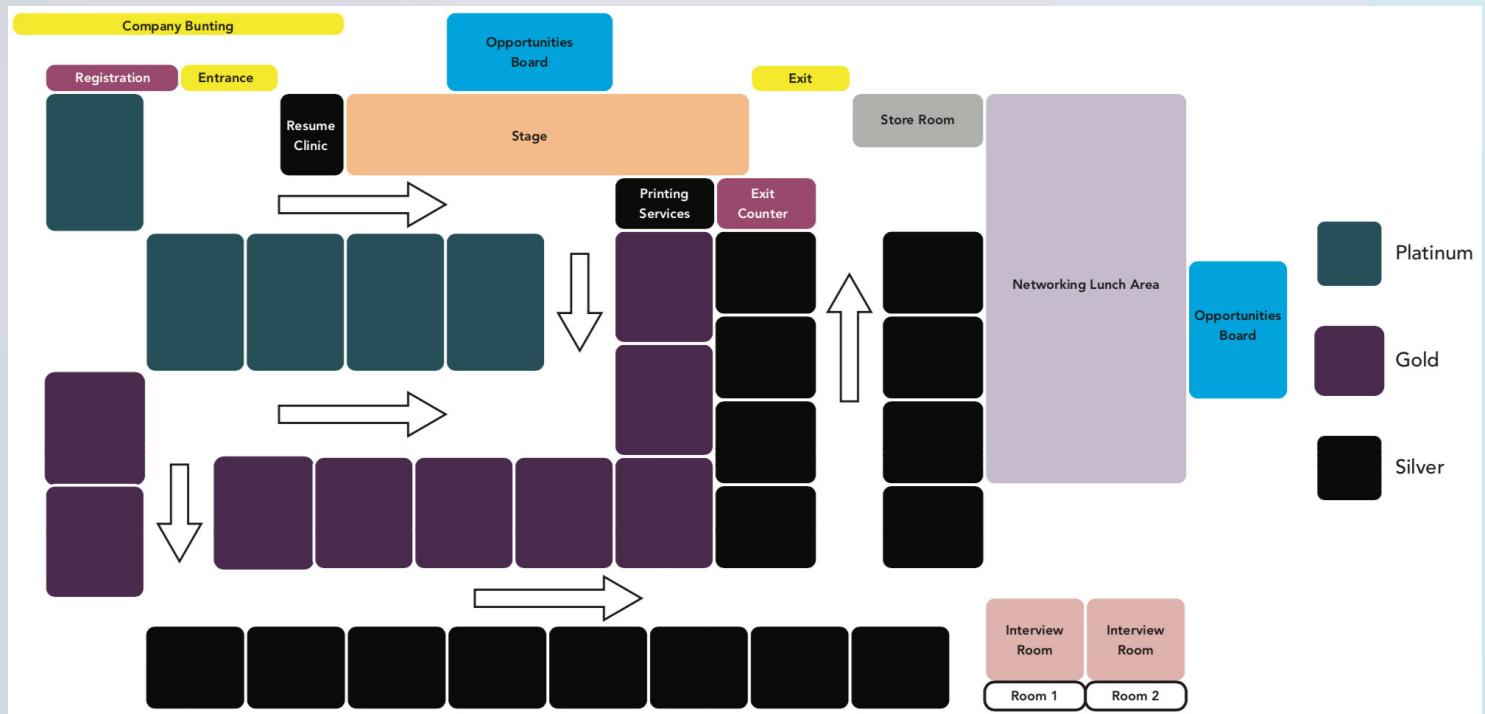
- 10% off for future Tech Career Days participation.
- Accessible to standardised pre-screened resumes before the event through our online resume submission platform
- Opportunity to distribute marketing and promotional materials (e.g. brochures, coupons, etc.) to visitors.
- Receive after event report consisting of headcount, visitors' detailed breakdown, etc.
- Access to event highlights and photos
- Playing of company's logo and promotional video (if provided) during the event

Prices quoted are inclusive of:

- Lunch and tea time during event.
- Exhibition booth, venue, facility, and equipment rental & booking.
- Offline collaterals printing for in-campus promotion & electronic collateral subscriptions.
- We will channel the excess funds (if any) to fund our future workshops, codelabs, barcamps, etc.



FLOOR PLAN



Each exhibitor will receive:

- Complimentary Backdrop
- Standard shell scheme exhibition booth
- Long tables (2.5'x 4')

Other equipments: (Available Upon Request)

- Mobile whiteboard (4' x 8')
- Signage stand (6 feet)
- Extra power extension cord

What to bring:

All participating companies are required to bring own materials and equipments not listed above, such as :

- Bunting and banners
- Brochures, flyers, and other promotional materials
- Electronic devices



Contact Us

This could be your organisation's chance to provide students with opportunity that may change the direction of their lives, while providing you the opportunity to hire talents and promote your business.

To benefit from this unique opportunity or to learn more about what is available, please contact:

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