



THIS **ARMADA**

PRODUCT CATALOGUE

HI!

I am happy to be able to present to you the updated catalogue for THS Armada 2020 below. It has been a few weeks of intense planning, reorganizing and remotivating – but we are now more than ready to present the virtual THS Armada offering for 2020. We are looking forward to creating an incredibly successful virtual fair satisfying the needs of students and exhibitors, needs that will only grow larger the longer this pandemic continues.

For us, it is essential to follow laws and recommendations. The decision that of now is available from KTH is that the university will open up for teaching in accordance with the recommendations of the Public Health Authority. Our hungry and talented students will continue to look for their next part-time job, membership, internship, thesis or full-time job - now probably more than ever.

In this catalogue you will find all of the information you need regarding the fair, virtual platform, events offering and more. I am on behalf of the THS Armada team happy to invite you to our 40th consecutive THS Armada fair on November 17th and 18th, 2020.

Daniel Aston



Project Manager THS Armada 2020



5 AUGUST

Registration to the
Virtual Fair **Opens**

TIMELINE

Register your participation at
register.armada.nu

13 SEPTEMBER

Registration to the Virtual
Fairs **Closes**

**26 OCTOBER-
17 NOVEMBER**

Event weeks

17-18 NOVEMBER

The Fair



THE FAIR

Strengthen the perception of your brand and interact virtually with hundreds of students!

BASE PRODUCT

- 2 DAYS ACCESS TO THE THS ARMADA VIRTUAL CAREER FAIR PLATFORM
- VIRTUAL BOOTH
- TALENT POOL
- CLIMATE COMPENSATION

43 000 kr

BASE PRODUCT

Strengthen the perception of your brand and interact virtually with hundreds of students!

2 DAYS ACCESS TO THE THS ARMADA VIRTUAL CAREER FAIR PLATFORM

The platform that will be used is designed to optimize relevance and thus reduce the noise between students and exhibitors, streamline the application process and simplify the post-processing of the candidates met during the fair.

VIRTUAL BOOTH

As a virtual exhibitor you will be able to create your own profile with text, image and video material as well as choose what skills you are looking for your available job opportunities. Furthermore you can live chat with students and if you find the student interesting you can start a video call.

TALENT POOL

Our platform enables student profiles to match with what you are looking for through the matching algorithm. In addition you can link your job ads directly from the platform and have the opportunity to look back at the conversations you've had with students during the fair. As an exhibitor you can easily view the full database and see profiles of all the students attending the fair. You can see their degree level and you get the opportunity to reach out to relevant and interesting candidates.

CLIMATE COMPENSATION

In the pursuit of living up to our core values, Diversity & Sustainability, we aim towards a climate neutral fair. To achieve this we have chosen to collaborate with the organisation Klimatkompensera.nu and support several projects, including a biomass power project in Sri Balaji, India, and tree planting in Panama.

REGISTER HERE



LIVE PRESENTATIONS

During the virtual career fair there will be the possibility of having a live presentation. Keynote speakers will have the chance to talk about specific topics, webinars can be held and live questions can be answered from the students who are attending. The live presentation schedule will be automatically visible to all of the students and it is the perfect way to gain additional visibility.

5 000 kr

INSIGHTS AFTER THE VIRTUAL CAREER FAIR

A Virtual Armada is a novel approach offering many interesting and useful tools and features making your Armada experience even better.

Gaining extra information and statistics from your participation at the fair is a great way to understand the audience your company attracts. Together with our partners, we provide you with a compiled document and in-depth analysis consisting of various data including total number of visitors, their majors, candidate application relevance but also age and gender ratio.

This small addition will surely give you significant insights on how your company is perceived among the students, how you performed compared to the competitors and helps you understand your target audience.

2 000 kr

ADDITIONAL SERVICES

Our goal is always to improve your Armada experience.

ARMADA COMPETITION

Digital means gamification. This year's Armada will give ambitious students the chance to win great prizes when attending the fair! If you want to take part in this gamification bonanza and make your company much more visible, hot and engaging at the fair, take part in the Armada Competition!

Armada will market the Armada Competition and participating exhibitors to the students, help you come up with games at your booth to further interactions and help you make sure your company is put on student's radars.

Contribute to the prizes and get a boost to employer branding with the students at campus, be more visible at the virtual fair and get a show off the good things about working at your company, meanwhile also getting a segway into deeper connections with the best students.

1 000 kr

FOCUS ROOM

"Diversity is being invited to the party; inclusion is being asked to dance."

-Elise Brouillette, Head of Diversity



DIVERSITY ROOM

The Diversity Room represents diversity. It will be open for students to explore what diversity means and how Armada actively implements its diversity policy. Companies who feature the best ADI (Armada Diversity Index) will be identified on Graduateland with a special symbol and their information and diversity vision will also be showcased in the Diversity Room.v

THS Armada will arrange physical focus rooms at Nymble where the core values will be communicated.



THE GREEN ROOM

The Green Room represents sustainability. It will be a place where students can learn more about the concept in general and how THS Armada works with it. Through ASI (Armada Sustainability Index), the most sustainable companies will be selected, which will be represented both in the Green Room and also at Graduateland where they will get a special sustainability symbol.

If you have any questions feel free to contact
Camilla Blomqvist, Head of Sustainability, at camilla.blomqvist@armada.nu
or **Élise Brouillette**, Head of Diversity, at elise.brouillette@armada.nu.

EVENTS

THS Armada's events offer a great opportunity for you to profile yourself towards a group of students with a genuine interest in your organization. Our goal is to connect you with talents suitable for your organization and to create events that exceed both you and the attending student's expectations. We will take great care to make sure that all recommendations by the Public Health Authority considering the current situation are followed.

Inspire and mingle
Inspire
LinkedIn
Lunch
Armada
Diversity Day
Custom Events
Breakfast Event
Diversity
Quantum
Mingle
Events
Lecture
Exercise
Exercise and mingle

ARMADA RUN RELAY RACE

Armada Run is back again this year! As last year Armada Run will be a relay race where students come and compete as a team. Sign-up to challenge them and take the opportunity to show that your organization encourages teamwork and a healthy lifestyle. After crossing the finish line, we will offer food and the opportunity to meet students and mingle in a sportive and relaxed atmosphere. This will take place outdoors and will as much as possible be like previous years.

795 kr / ticket

FOCUS DAYS

During these days, we will highlight the importance of sustainability and diversity. This is an excellent opportunity to inspire students with your company culture and values. Maybe an interactive breakfast or lunch lecture? Or a case-event to solve problems related to sustainability or diversity? It's all up to you. An excellent opportunity to stand out and have a digital event related to issues of today!.

EVENTS

Our goal is always to improve your Armada experience.

LECTURES

This is an event where your organization has the chance to reach out to students with a theme-based lecture. Seize this great opportunity to show how your organization works and tell the students more about your operations based on a theme that you decide. You can design the theme on your own or together with us at THS Armada. Food is included for the students and your representatives. A limited number of seats will be available, according to the recommendations of Folkhälsomyndigheten. Alternatively a webinar can be arranged.

29 000 kr

INDIVIDUAL MEETINGS

Meet the students that have shown a special interest for your organization, through an individual meeting. Here you have a great opportunity to talk to students directly in a more quiet environment. This will be offered and handled on a digital platform.

10 000 kr digital

SPEED NETWORKING

New for this year, in addition to the individual meetings, is the opportunity to participate in a speed networking event with students during the fair. This is a fast paced, one-on-one information exchange providing exposure to a broad range of potential candidates. There will be major sessions relating to each student chapter. The offering is made on the basis of a good digital platform to perform it on.

6 000 kr

LIVE STREAM MARKETING

Also new for this year, the possibility of marketing your company through a live stream interview during the fair will be put up. This presents a unique marketing opportunity as you have a way of using THS Armadas vast network and reach out to students at any location to make them listen to your stream exclusively.

5 000 kr

DIGITAL SOCIETY

Immerse students in state of the art technological advancements of the new century and market your latest projects to stand out among competitors. This event will be a relaxed evening where you flex and flatter students and discuss with fellow tech rivals how you position yourself on these trending topics and challenges.

15 000 kr

Custom events are designed in collaboration with your organization and THS Armada, to create events tailored to your needs and wishes. Our vision is to develop events specifically after your choice where we matchmake your organization to top talents from KTH. A custom event could be an opportunity for selected talents to solve cases that you encounter daily, to get a better insight into your organization and develop a deeper relationship. For instance a case night at your company. The possibilities are endless and in any way possible we will accommodate any preference relating to the current situation!

CUSTOM EVENTS

5 000 - 50 000 kr



Head of Events

Jakob Huber
jakob.huber@armada.nu

Are you interested in more exposure during Scandinavia's largest student driven career fair? Do not hesitate to become our partner at THS Armada 2020. There are many opportunities for you as a company to go the extra mile before and during these days. We will work with you to create a customized offer that suits your vision. Here are some examples of benefits you can get from a partnership:

- Increased exposure on Graduateland
- Your logo presented on Armada website
- Have your products at Nymble in our lounge
- Be a part of one of our short films

We also offer the opportunity to be a part of the Grand Banquet of THS Armada. This year, it is a banquet for everyone in Armada, as well as project groups from prominent universities in Sweden. An excellent opportunity for you to reach out to a broad audience!

If you are interested we will reach out to you and customize an offer, or if you have ideas regarding partnership we are more than happy if you contact the Head of Sponsorship, Elias Ljunggren

SPONSORSHIP

Are you interested in more exposure during Scandinavia's largest student driven career fair?



Head of Sponsorship

Elias Ljunggren
elias.ljunggren@armada.nu

CONTACT

Head of Sales



Anna Gentek
anna.gentek@armada.nu



Natasha Mridha
natasha.mridha@armada.nu



Pavel Askari
pavel.askari@armada.nu



**Head of Business Relations
and Events**
Kevin Stojanovski
kevin.stojanovski@armada.nu



Project Manager
Daniel Aston
a@armada.nu



THANK YOU!

We are looking forward to working with you and to your participation at the very first THS Armada Virtual Career Fair

// THE PROJECT GROUP 2020



REGISTER AT
[REGISTER.ARMADA.NU](https://register.armada.nu)