

# THS ARMADA

INVITES YOU TO

# THE VIRTUAL FAIR OF 2021

THS ARMADA



# HI!

I would like to invite you and your organization to this year's THS Armada, the annual held career fair at KTH Royal Institute of Technology. For the 40th year in a row we will host a career fair with Sweden's top students within Technology and Architecture, and we want to do it together with you!

Last year was the first ever virtual THS Armada and what a huge success! Therefore we have taken the same concept this year and developed it even more in order to strive for perfection. The theme for this year's fair is to create a safe fair and bring the Armada feeling online!

We will host the career fair on a virtual platform and keep connecting students with companies. On top of that, in accordance with the regulations set by the Swedish Health Organization, we will invite the students to lounges in Nymble, host events during the event weeks prior to the fair and create an unforgettable evening together at the banquet. I truly believe that this concept is the new way of creating fairs.

Introducing this year, you will also be able to market your company through THS Armada's social media. Join us in the era of digitalisation.

I look forward to meeting you at this year's addition of THS Armada!

Josefine Havdelin



Project Manager THS Armada 2021





## THE FAIR

Between 23rd and 24th of November at KTH



## EVENT WEEKS

Between 1st November and 19th November you will have the opportunity to profile yourself toward students with a genuine interest in your organisation



## THE GRAND BANQUET

On the 23rd of November the Grand Banquet will glorify the evening



**20 APRIL**

Initial registration **open**



**23 AUGUST**

Final registration **open**



**28 MAY**

Initial registration **close**



**1 NOVEMBER-  
19 NOVEMBER**

Event weeks



**23-24 NOVEMBER**

The Fair



**17 SEPTEMBER**

Final registration **close**



**23 NOVEMBER**

The Grand Banquet

## TIMELINE

Register your participation at  
[register.armada.nu](http://register.armada.nu)

## **Exhibitor Kit**

Do you have all the competences you'll ever need? With the Exhibitor Kit, you safeguard your spot on KTH:s leading career fair and get all the tools you need to advance your relationships with all the talent at KTH.

**Price: 36 000 kr**

## **Partner Kit**

This year we are looking for a few selected\* companies to become our partners. We will offer our partners an exclusive partner kit to help their employer branding go the extra mile during and before the fair.

*\*THS Armada reserves the right to choose the companies who aligns best with our core values, sustainability and diversity.*

**Price: 57 000 kr**

## **THE VIRTUAL FAIR**

Strengthen the perception of your brand amongst students and network

# Exhibitor Kit

- **2 days participation on Armada virtual career fair**
- **Individual meetings**
- **Chatt+video meetings**
- **6 exhibitor representative accounts**
- **4 job advertisements on digital platform**
- **Headhunting resource**
- **Possibility to send merch and roll-ups to student lounges**
- **Climate compensation**
- **Personal support from a host**

# Partner Kit

- **Exhibitor Kit**
- **Instagram & Facebook marketing**
- **Pop-Up message on virtual platform**
- **Unlimited job adverts & exhibitor representatives**
- **Your logo on selected THS Armada posters and armada.nu**



## ADDITIONAL SERVICES

Our goal is always to improve your Armada experience. Check out our additional services!

### **Live Presentations - 9000 SEK**

During the fair there will be opportunities for keynote speakers to have a 30 minute talk about a specific topic in a webinar with the possibility to have a live q&a. The Live Presentation schedule will be visible for all students logging in to the site and it is therefore a great opportunity to both reach out to students and gain visibility at the same time.

### **Breakout Rooms - 5000 SEK**

Do you want the opportunity to invite students to have group discussions with your representatives? Then breakout rooms are the way to go. It gives you the ability to have a video room both after a live presentation as well as during the fair where students can join in on the discussion whenever they want. The purpose of this is to provide a more relaxed atmosphere to stimulate conversation.

### **Unlimited Job Ads - 3000 SEK**

Do you have a lot of job openings that you want to fill? Then you might want to upgrade to Unlimited Job Ads to be able to recruit students for even more positions.

### **Unlimited Corporate Representatives - 3000 SEK**

Do you have more great employees you want our students to meet? Unlimited Corporate Representatives allows you to reach out to more students, shorten response times and grant more flexibility.

### **Insights - 3000 SEK**

Do you want to know more about what students were interested in from your booth? With insights you'll get access to detailed statistics from your participation at the fair. It will give you an idea how you compared to your competitors and outline who your audience was.

### **Pop-Up Message - 5000 SEK**

This is an important message! With the Pop-Up Message you can direct attention to your live presentation, breakout room or simply your booth. The Pop-Up Message is a picture and a text that will be the first thing our students see when they log on

## 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.

Considering the current situation we will take great care to ensure that all recommendations by the Public Health Authority are followed and the event will be adjusted accordingly.



## EVENTS

Below are some examples of types of events we offer!

### Lectures

Reach out to students with a theme-based lecture. A great opportunity to show how your organization works, show off your latest project or tell the students more about your operations based on a theme that you decide, all while your crowd is having a nice meal. You can design the theme on your own or together with us at THS Armada. Food is included for the students and your representatives.

### Case Evening

Are you talent scouting? Our students want to get to know you, show them what a day at your office is like and solve cases together. Meanwhile you might discover your next star...

### Armada Run

Armada Run is back again this year! Armada Run will be an outdoor relay race for both students and company representatives. Sign-up for the challenge and 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.

### Innovation Night

If you are on the cutting edge of tomorrow's scientific and technological advancements, Innovation Night is the event for you! With shorter presentations, panel discussions and case workshops you have the possibility to showcase your most recent innovations and meet students with a specific interest in your projects.

### Custom Events

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. The possibilities are endless!

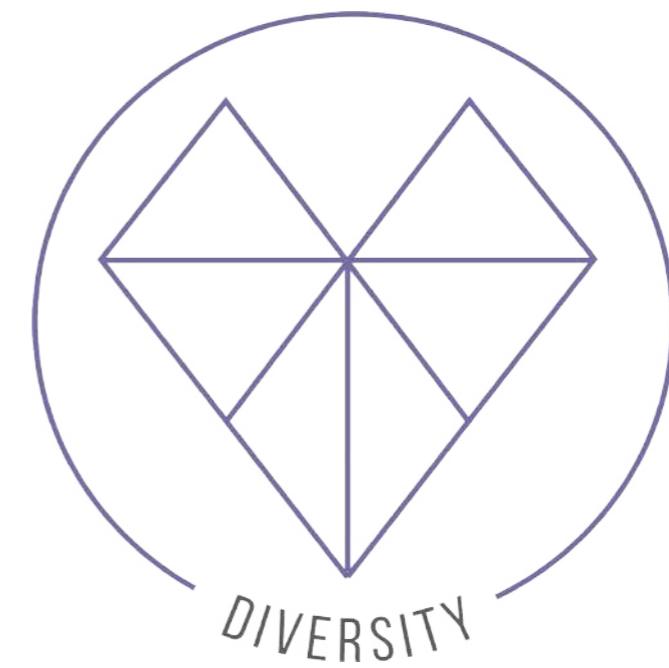
For more information, send an email to Amey Shah at [amey.shah@armada.nu](mailto:amey.shah@armada.nu)

# FOCUS DAYS

"The greatest threat to our planet id the belief that someone else will save it"

## Diversity & Sustainability

To focus on THS Armadas core values Sustainability and Diversity there will be two highlighted days during the event weeks. During these days we draw attention to companies who lead by example within Sustainability and Diversity. This is an excellent opportunity to inspire students and stimulate conversation as a role model. Maybe an interactive breakfast or lunch lecture? Or a case-event to solve problems related to sustainability or diversity?



## MARKETING

Getting lost in the noise? Then our marketing and sponsor opportunities are a great choice for you and your company.

### **Instagram or Facebook Ad - 5000 SEK/Ad**

A job opening or an available internship position is nothing without applicants. Make sure our talented students know you're hiring, with an advert in one of our social media platforms.

Or don't wait until you have open positions. Promote your company, share your hottest project or just let our students know you're out there.

### **Instagram Takeover - 12 000 SEK/Day**

Show our students what it's like to be a part of your company for a day with an Instagram Takeover! You get to post two posts and as many stories as you want for an entire of 24 hours. In addition to the takeover, we will save your stories as a highlight for the 2 weeks following your takeover.

### **Armada Competition**

What is a digital platform without interaction? Last year we introduced THS Armada Competition as a way to gamify the fair. It was a raving success among students so this year it is back again. It gives ambitious students the chance to win your prizes while attending the fair. You gain more visibility at the same time as you get more interactive students. . You can choose to donate a price for the value of minimum 3000 SEK or to contribute with the same monetary amount and we will buy the prize. All companies contributing to Armada competition will be shown at armada.nu and on our social media platforms.

### **Custom-made Lounge**

Even though you will not be able to physically meet our students, you can still let them meet your brand in one of our lounges! We will create a branded space on campus, and together we can decide how to best make this room show off your organisation to the students. It can be a fika-hub, a games area or a place to hang out.



## THE GRAND BANQUET

On the 23rd of November

We welcome you and your company to the Grand Banquet of THS Armada 2021. This is the event in which your company gets the chance to meet some of the most ambitious students at KTH, the students behind the fair, in a more casual atmosphere.

The health and safety of our students and our exhibitors are of great importance to us. As of the current pandemic and the uncertainty of the situation, it is yet undecided which form the banquet will take. We aspire to come up with a grand event that will allow you to meet THS Armadas driven students. The event will only take place if the restrictions and the Public Health Authority consider it safe to go through with it.

We will be in touch with more information regarding the event and how you can proceed to purchase a ticket.



# CONTACT

What questions do you have? The Business Relations team are eager to hear from you, you'll find our contact details below.

## Head of Sales

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Leonard Hökby  
[leonard.hokby@armada.nu](mailto:leonard.hokby@armada.nu)



Katrina Liang  
[katrina.liang@armada.nu](mailto:katrina.liang@armada.nu)



Erik Römpötti  
[erik rompotti@armada.nu](mailto:erik rompotti@armada.nu)

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**Head of Business Relations  
and Events**  
Anna Moustakas  
[anna.moustakas@armada.nu](mailto:anna.moustakas@armada.nu)



**Project Manager**  
Josefine Havdelin  
[a@armada.nu](mailto:a@armada.nu)



**THANK YOU!**

WE'RE LOOKING FORWARD TO WORK WITH YOU  
// THE PROJECT GROUP 2021

# THS ARMADA

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REGISTER AT  
[REGISTER.ARMADA.NU](http://REGISTER.ARMADA.NU)