



TECH CAREER DAYS

SPONSORSHIP PROPOSAL

13-14 DECEMBER 2017
MULTIPURPOSE HALL (MPH)
MMU CYBERJAYA



INTRODUCTION

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

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

During the past IT Career Week, we have successfully recorded a headcount of 676 across the span of two days, with 583 unique event registrations, in which 81% of them are computing and engineering students. In these two days, students were able to interact with 24 exhibiting IT companies. Meanwhile, our new online resume submission platform also recorded a total of 105 resumes, which allows companies to review potential candidates prior to the event.

IT Career Week 2017 Past Exhibitors



TARGET AUDIENCE

Graduates



Postgraduates



Final Year
Students



Looking for
full-time
employment and
management
trainee program

Penultimate
Students



Looking
for internship

Current
Students

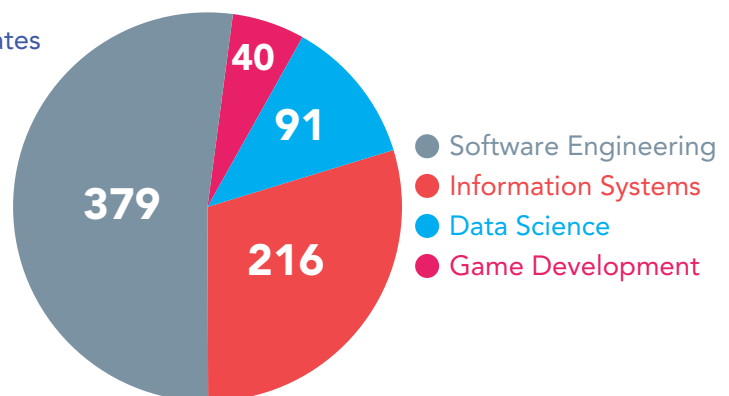
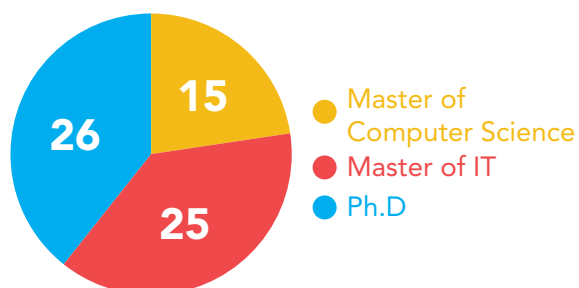
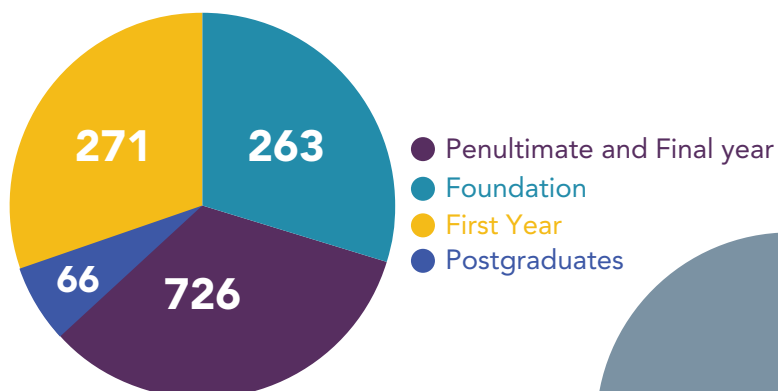


Exploring their
career path or
looking for
freelance
opportunities

Others



Non-FCI students
looking for
opportunity to
work in
IT Industry



Student taking their Final Year Project (FYP)
as on 14 July 2017: 251



COMMUNICATION STRATEGIES

We are committed to utilize various communication channels to extend the utmost reach of our event's presence. That includes using:

On-Campus Publicity

- ◆ T-Shirts
- ◆ Billboard, Posters, Buntings, Banners, Backdrops, Flyers
- ◆ Company Bunting Display (during event days)
- ◆ Video Slider (during event days)

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, Fanpage & Event page
<http://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
<http://radio.mmu.edu.my/>
- ◆ Weekly Event Alerts

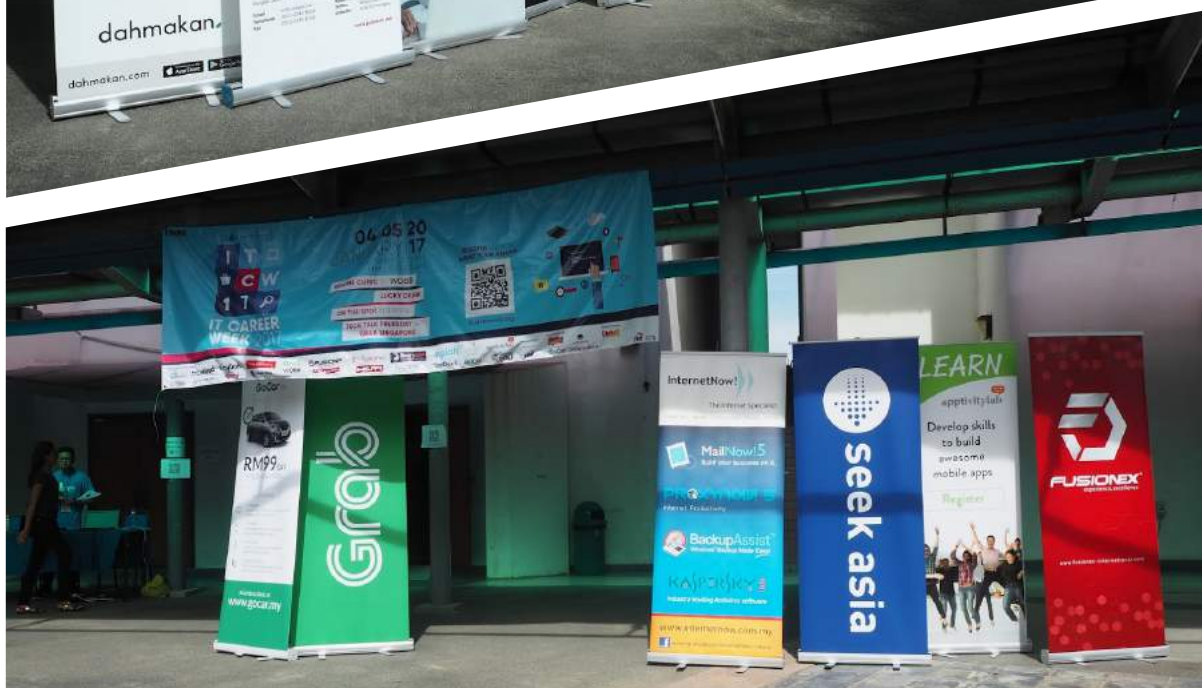
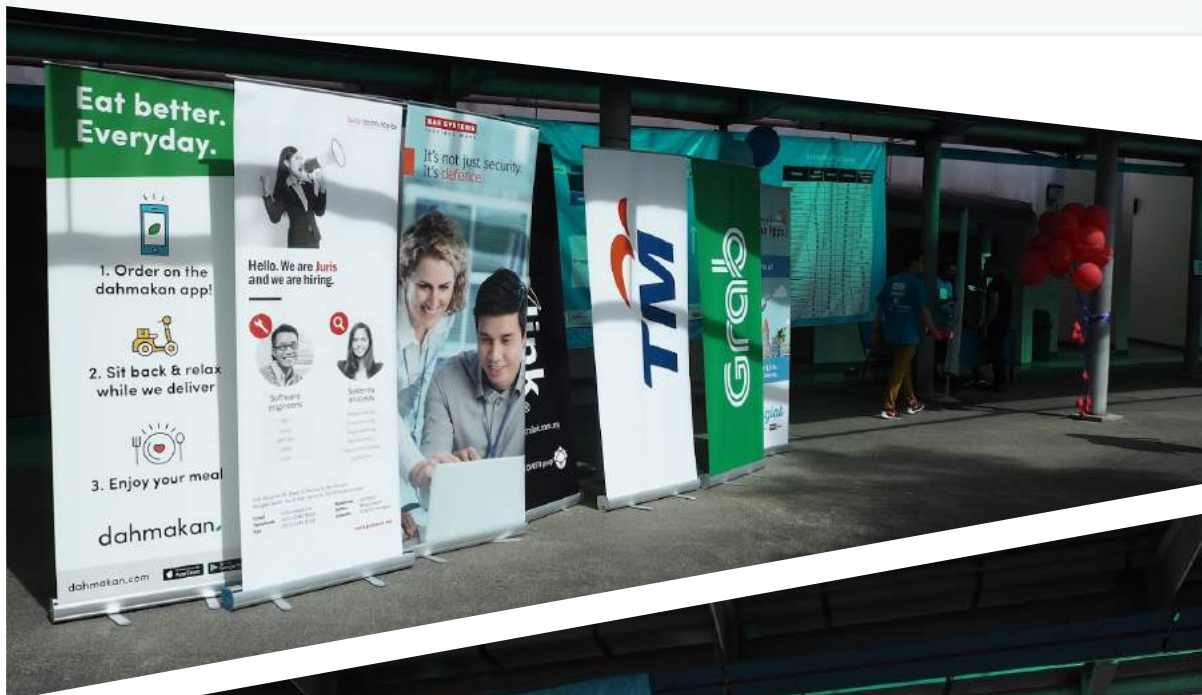




MELAKA

CYBERJAYA

KUALA LUMPUR



ACTIVITIES DURING TECH CAREER DAYS

- ◆ Student-employer interaction
- ◆ Resume clinics
- ◆ On-the-spot interview
- ◆ Lucky draws



Overview from IT Career Week 2017 Event Highlights

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



ABOUT IT SOCIETY CYBERJAYA



Photo: BarCamp Cyberjaya 2016

IT Society MMU Cyberjaya is a student-run faculty-based club. Our goal is to connect students in MMU with the industry at large. In the fast changing world of information technology, it is crucial for computing students to stay updated with what is going on outside; And we are hellbent to achieve that goal.

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 MULTIMEDIA UNIVERSITY

ACTIVE TECH COMMUNITIES

When it comes to having active tech communities within the campus, MMU Cyberjaya is second to none in Malaysia.



Photo: Annual General Meeting 2017

In the past 12 months, we have had an abundant of events in the campus that are related to information technology. These includes workshops of different areas (mobile and web), talks and so on in order to increase the exposure of the students.

Workshop and Hackathons	Expos and Talks
Polymer Workshop Laravel Workshop Web Development Workshop Android Workshop	IT Career Week 2017 BarCamp Cyberjaya 2017 Tech Talk Thursdays <i>(Weekly talk series about technologies)</i> Google I/O Extended Cyberjaya 2017 FCI Feedback Days <i>(Collect feedbacks from student and submit to faculty)</i>

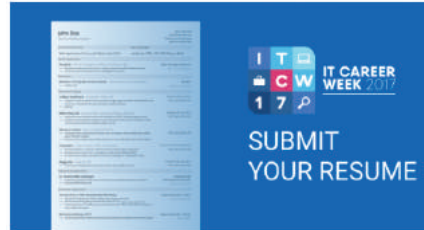
Apart from these events, there are some interesting regular meetups in the campus as well. For instance, Hackerspace MMU meetup is held every Tuesday night. During each meetup, everyone works on their own project, or discusses with fellow hackers, exchanges ideas, and levels each other up. Every few weeks, each member is expected to present their hack-on-progress, this ensures everyone does not stop enhancing themselves.





AwesomeSelect

by Prev Wong



ITCW Resume

by Anonoz



CaMSys Dashboard (Chrome Ext)

by Joey Cheng

Some of the students have shipped apps that benefit fellow MMU students. We have compiled a list of their works on <https://www.itsociety.rocks/madebystudents>.

Here in IT Society, we are committed in providing exposure to MMU students on the ever-changing world of technology. In fact, MMU Cyberjaya was the only university in Malaysia who organized Google I/O Extended, which attracted even people from other states to join the viewing party.

IT Society has also organised BarCamp in MMU Cyberjaya, this is the first BarCamp in Kuala Lumpur region since 2011 - We have attracted 167 tech talents and students around the region, some came from as far as Singapore and Penang just to give talks and to share knowledge with others.

We believe these events we had testified on the prevalence of tech culture and communities in MMU Cyberjaya, hence justify why MMU could be the best place to scout your next interns and full-timers.



SPONSORSHIP PACKAGE

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

PLATINUM	GOLD	SILVER
RM 2000 Max. 6 reps 2 days	RM 1200 Max. 4 reps 2 days	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)		

All Companies

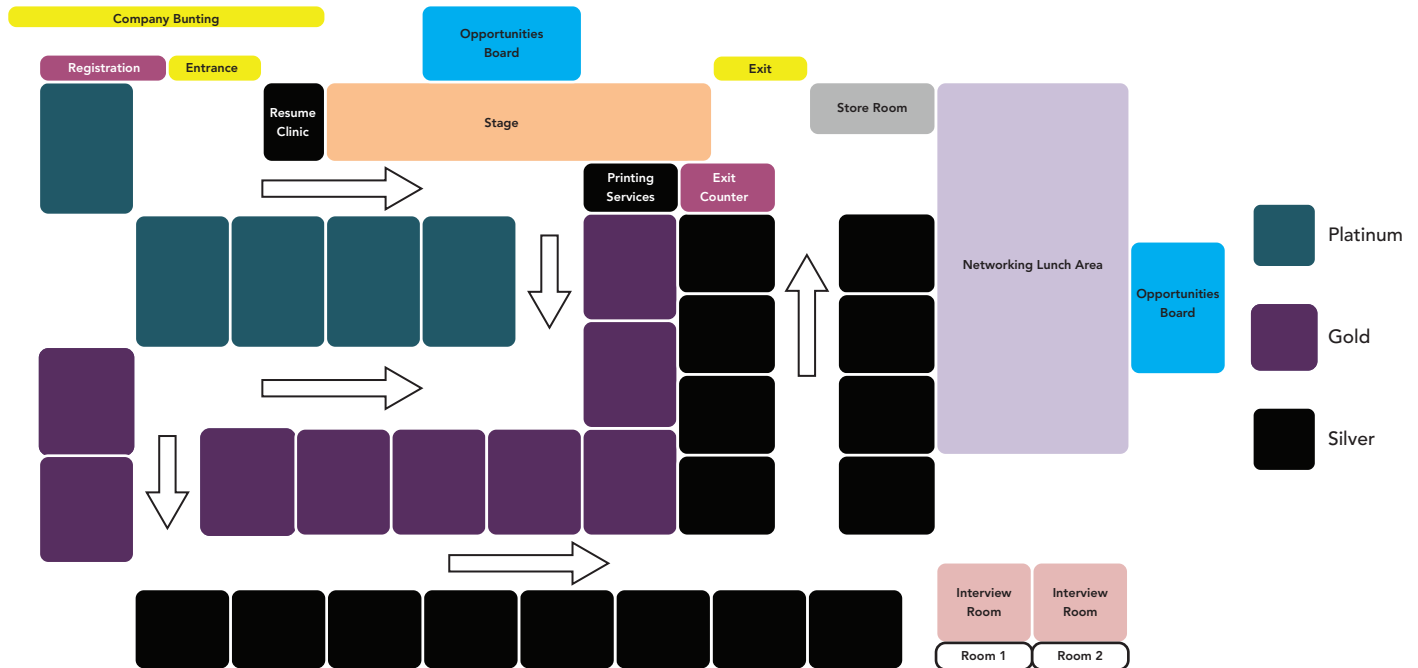
- 10% off for future Tech Career Days participation.
- Access to standardised pre-screened resumes before the event through our online resume submission platform.
- Opportunity to distribute marketing and promotional materials. (e.g. brochures, coupons, etc.) to visitors.
- Receive after event report 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 :

- Buntings 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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