

PRODUCT CATALOG



Project Destination

2017/2018

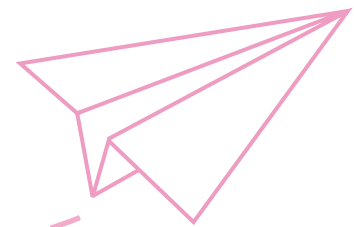
INSPIRE DISCOVER CONNECT

What is Project Destination?

Project Destination is a successful KTH-platform

with a focus on the international market, where students and companies meet and establish contact for future collaborations. Every company wants to hire the best employees, but finding them can be difficult. Through our wide network and marketing channels, we will reach out to the candidates you are looking for.

Project Destination creates value for both companies and students. In this product catalog you can read more about our events and choose what suits your company best. All events are tailored to your needs and the audience that you are interested in. We hereby invite you to participate in Project Destination to inspire, discover and connect!



What can we offer you?

We offer tailor-made and cost-effective events, which will help your company reach your target students at KTH. The events will be customized according to your desire and Project Destination will use its wide network and marketing channels to find the candidates that your company is looking for.

Why your company?

We are contacting you because we see you as an attractive employer among the students in our network. We believe that we can find a creative arrangement that appeals to students in order to facilitate your talent attraction and increase your competitive advantage among students at KTH.

What's in it for us?

Apart from getting to know nine new friends from all of KTH's different programs and having a great time, everyone in the project group of Project Destination are registered for the course Industrial Development and Entrepreneurship, equivalent to 15 credits at KTH. The course is organized as a project that ends with a field trip and a concluding magazine, giving an understanding of the factors that contribute to industrial and economic development and entrepreneurship.

The aim of the trip is to visit international companies and universities to enhance awareness of international career possibilities and expand our international network.

The team



Malin Lundström
Project Manager
malin@projectdestination.se
+46 73 757 35 36



Caroline Jansson
Vice Project Manager
caroline.jansson@projectdestination.se
+46 70 454 04 27



Noah Holm
Event Manager
noah.holm@projectdestination.se
+46 73 575 95 59



Shuayb Ibrahim
Event Manager
shuayb.ibrahim@projectdestination.se
+46 70 428 30 94



Betty Ålander
Sales Manager
betty.alander@projectdestination.se
+46 73 260 17 59



Sofie Nabseth
International Relations Manager
sofie.nabseth@projectdestination.se
+46 70 776 62 83



Victor Liang
International Relations Manager
victor.liang@projectdestination.se
+46 70 246 37 68



Philip Lindgren
IT Manager
philip.lindgren@projectdestination.se
+46 70 778 74 73



Samy Ahmed
Marketing Manager
samy.ahmed@projectdestination.se
+46 76 163 00 13



Desirée Fredriksson
Art Director
desiree.fredriksson@projectdestination.se
+46 73 085 21 48

Questions?

If you have any questions don't hesitate to contact any of the team members or send us an email at info@projectdestination.se

Our Products

The following events are examples of what we offer, but we are more than happy to come up with a tailormade solution just for you!

Morning events

Morning events are a great way to brand your company to students on their way to their first lecture of the day. By offering breakfast in your company's way, you can make sure that the students will remember your company a long time after their first lecture finished. We can of course target students at specific education programmes to whom we present your career possibilities to.

Meet the earlybirds:

A breakfast seminar where your representatives will give a short presentation of the opportunities at your company. With time for both breakfast and mingle your company is sure to present itself as an energetic and sporty workplace. We will gather students who match your company's profile and arrange a "breakfast in a box" for all participants.

Boost with fruit:

Here we will print stickers of your company logo, stick them to fruit and give away to students. Locations can be outside large lecture halls for courses with students that your company are especially targeting. We are also happy to support and collaborate with you if wish to prepare a challenge or interactive game to ensure better branding.

Time: 8.15 - 10.00

Location: KTH

Reach: 20 - 40 students



Lunch events

We promise to deliver outstanding events and our best seller event, the lunch presentation is no exception. A fun presentation in combination with great food is an unforgettable way to present your company as a future employer. Through our years of holding lunch presentation we are in a great position to assist your representatives on how to deliver the best presentation they can and ways to optimize their time when speaking to up to 100 attentive and curious students.

Eat and meet:

Present your company's career opportunities and culture, while the students are treated with a lunch they will remember. We will work together with your company representatives to improve existing presentations. Thanks to feedback from past years, we are now in a good position to guide your representatives and help you to communicate better.

Pitch perfect:

Together with another company you get the chance to meet students for a shorter time during lunch. While you pitch your company in a fun and original setting, we aim to open up a dialogue with the students. This can be especially cost effective for companies who want to showcase a smaller part of their organisation.

Time: 12.15 - 13.00

Location: KTH

Reach: 100 students

Afternoon events

Present your company or something that you are passionate about, or get to know the students and their skills during a relaxing afternoon with lighter snacks.

Fika and mingle:

Meet the students and talk about your company's culture while getting to know what they are passionate about. With smoothies, coffee or something else that could reflect the environment at your company they will have a better understanding of which possibilities lies within your sphere.

Seminar:

Together with some afternoon fika you can present something of interest for eager students, or learn how they behave when facing a case to solve in smaller groups. This will be an interactive afternoon where both you and the students learn about each other.

Time: 13.30 - 17.00

Location: Your office or KTH

Reach: 20 - 40 students

Evening events

The ultimate event to get the students closer to your culture and climate by escaping the normal campus routine and presenting your company from the heart of your office.

Office fun times:

By pairing dinner and mingle with some fun activity such as a pub quiz at the office, students can get to know the fun side of your company while still having time to mingle and talk about career opportunities and what you value in your employees. A shorter presentation of who you are can give the students more to talk about during the mingle later on.

Case solving:

By engaging the students with a challenge that reflects the type of work that your company performs the students will get a picture of what it would be like to work with you. Paired with some dinner and mingle there will be time to get to know the students and talk more about your ambitions and career paths.

Time: 17.30 - 21.00

Location: Your office or KTH

Reach: 20 - 40 students

Day events

If your company is considering running a larger event we are happy to facilitate this. By organising these events for you, we put you in direct contact with selected students while we carry out the managerial tasks of running the event.

Time: Flexible

Location: Your office

Reach: 20 - 40 students

Goodie handouts

To make your company heard by the students we can help you by handing out gifts such as merchandise or fruits with your logo outside a lecture hall with students relevant for you. We could also greet all students at a chosen location on campus with a gift from you. The sky is the limit.

Time: Flexible

Location: KTH

Reach: 100 - 2000 students

Marketing opportunities

We provide a tailored marketing solution for your company. We could write about your latest project, internship opportunities or your upcoming recruitment. The magazine that is created after the project is distributed at KTH in 2000 copies and gives another opportunity to reach students beyond your event. You may advertise in the magazine, through our social media channels; Facebook, Instagram and LinkedIn, or our website.

Project Destination Magazine

Reach: 2000

Facebook and Instagram ad

Reach: >1700

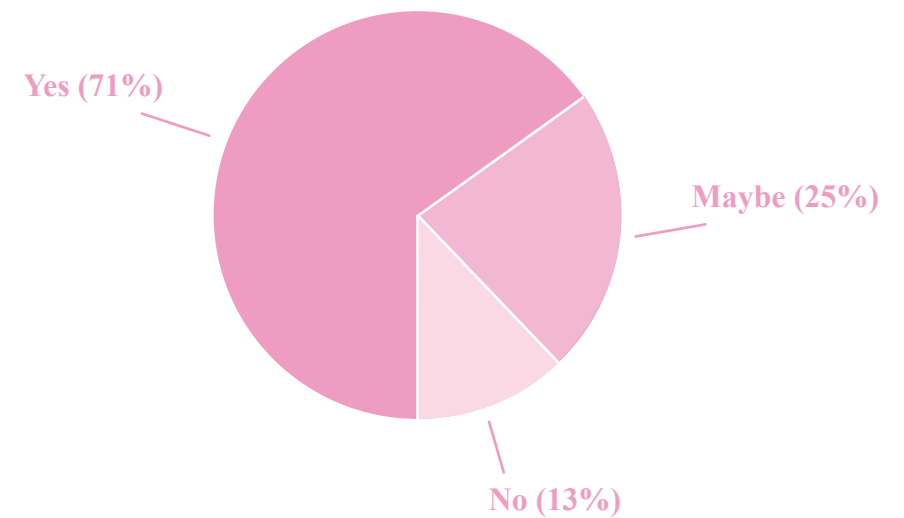


Statistics from previous years

97%

of all students felt
that the event lived up
to or exceeded their
expectations.

Could you see yourself
working for this company in
the future? (after event)





www.projectdestination.se

You can also visit us on Facebook,
Instagram and LinkedIn