

LARM 2021
LinTeks arbetsmarknadsdagar



PRODUCT PORTFOLIO

LARM2021





WELCOME TO LARM2021!

This year we are celebrating the 40th anniversary of LARM and we hope that you are looking forward to it as much as we are! Due to the current Covid-19 situation, the Fair day this year will be held virtually. In connection with the Fair day, there will be other ways to reach out to the students. During pre-LARM different events such as lunch lectures and evening events will be held, both virtually and physically. LARM represents over 9000 students and the Fair is a great opportunity for you as a company to get in touch with them. Read more about the events and LARM at <https://larm.lintek.liu.se/>.

If you have any questions feel free to contact the Account Managers for LARM2021 at accountmanager@lintek.liu.se or the Head of Information at information@larm.lintek.nu.

THE FAIR DAY

Virtual booth during the Fair Day

A virtual booth at LARMs' virtual platform.

The virtual booth grants you a spot during the Fair day on the 9th of February. Through the virtual platform you will get the opportunity to talk to students through live chats as well as voice- and video calls. Both you as a company representative and the student can start the chat. You will be able to filter students based on their program, master and academic age as well as see how good the student profile matches your company profile. It will be possible to see the students profiles before starting a conversation. The virtual booth includes carbon offset for the Fair day and technical support both before and during the Fair day.

Price: 19 900 kr

Live Presentation during the Fair Day

A 15-minute live presentation at LARMs' virtual platform.

On the Fair day you will be able to host a 15-minute live presentation of your company. The presentation will be hosted directly on LARM's virtual platform. The presentation will be broadcasted for all students currently online to see, so this is a great opportunity to reach a lot of students at the same time. The students will also be able to ask questions during the presentation.

Price: 5000 kr



THE FAIR DAY

Individual Meetings during the Fair Day

Virtual event

Individual meetings are held during the Fair day and gives you the opportunity for deeper and more personal interaction with students from the Institute of Technology at Linköping's University. Students will apply for private meetings through the virtual platform, making it possible for company representatives to select which students they want to meet. This is a great way to talk to students individually and at the same time present your company. The individual meetings take around 20-30 minutes and are held virtually on LARM's digital platform throughout the day.

Price: 4000 kr

Green Zone during the Fair Day

Companies participating in Green Zone are given the chance to showcase their work towards a sustainable future and gain extra exposure on the virtual platform. These companies have the opportunity to participate in a panel debate held during the Fair day, where topics related to environmental sustainability will be discussed. This provides an insight for the students regarding how your company is working with sustainability as well as an opportunity for you to respond to questions related to the topic.

Price: 7000 kr

Pitch yourself before the Fair Day

This year most of LARM2021 will be virtual and we will be focusing more on digital marketing. Therefore, we are offering companies to send in a 2 minute pitch in video format, which will be published on our social media before the Fair day. We believe this is a great opportunity for companies to reach out to the students at Linköping University. Our students will get to know you and what you have to offer while you get the chance to promote your ideas through our website and social media before the Fair day. If you want to know more, please contact the Head of Marketing at marketing1@larm.lintek.nu.

Price: 6 000 kr

Hubert AI interviews during the Fair

This year, LARM has a collaboration with Hubert.ai. Hubert is an AI-driven interview assistant that lets your future candidates take on challenging questions in a forgiving and learning environment. Use this opportunity to reach out broadly, connect with top students and try this new recruitment assistant. Hubert AI will, together with you, set up the AI-interview which you can use as a complement to chatting with the students in real-time on the Fair day.

Price: free



THE FAIR DAY

Insights after the Fair Day

An insight with statistics of how well you did during the Fair day. This insight provides you with useful information such as the number of students you interacted with, which program they study and which year they are in. This data could be valuable for analyzing marketing segments as well as following up on your strategies for future work.

Price: 2000 kr

Competitions before and during the Fair Day

Competitions will be held, before and during the Fair day to attract more students to visit the virtual Fair. For you as an exhibitor, this means a lucrative opportunity to attract students by for example sponsoring with prizes we can hand out in your name. Furthermore, you are able to host a competition of your own in cooperation with us. These can be seen as replacements for the many competitions often held by exhibitors on the day of the Fair.

Goodiebags during the Fair

A goodiebag will be given out to the students at the day of the Fair and at pre-LARM. This is an excellent opportunity for you as a company to market yourself by sending free things to us so we can incorporate this into our goodiebags. This can be seen as a substitute for the free things that are given out by exhibitors in their showcase at the Fair day.

Are you interested in contribution to the competitions or goodiebags
contact the Head of Premises at premises@larm-lintek.nu.



pre-LARM

What is pre-LARM?

Before the actual Fair day events are held during a period of 2 weeks to make it possible for companies to introduce their business concept even before the 9th of February. Due to the current situation of Covid-19, pre-LARM will be a bit different from previous years. Most of our events will be held online, but if the situation allows there will also be opportunities to host physical events for smaller groups of students. If you are interested in hosting an event during pre-LARM, please consider what dates between the 28th of January and 8th of February that you are able to host.

Price for a physical event: 15 000 kr

Price for a virtual event: 12 500 kr

Prices are without charges for eventual ingestion.

Don't hesitate to contact the Head of Events at event@larm.lintek.nu if you have any questions!

Lunch Lecture

Virtual event

The perfect way to draw students attention is by hosting a lunch lecture, which takes place between 12.15-13.00. Typical topics are current trends within different technology sectors and how they are handled. One way to capture the students' interest could be through the career of a significant employee, preferably an alumni from Linköping University. What obstacles have they encountered, how they overcame them and how they went from being a student at Linköping University to an employee at your company?

CV-review

Virtual or physical event

An event held on the first day of pre-LARM, on the 28th of January. The aim of the event is to improve the students CVs while at the same time draw their attention to what companies look for during a recruitment process. A criteria to host this kind of event is to have a considerable amount of recruitment experience. The goal with this event is to make it easier for students to upload their resumes on the digital platform and get in contact with companies during the Fair day on the 9th of February.



pre-LARM

CASE night

Virtual or physical event

As an exhibitor you create a case that the students discuss and solve. A case event can be a good way to attract students with an interest in you as an exhibitor or case solving. If you would like to cooperate with another exhibitor, a case is a good option for collaboration. Holding an event together with another exhibitor increases your chances of attracting more students. Regardless if you cooperate with other exhibitors or not, providing a meal is always appreciated and a good way to attract students to the event.

Workshop night

Virtual or physical event

Holding a workshop where you give students the opportunity to dig deep into a given subject is always appreciated. An event with a workshop engages students in interesting conversations around a topic of your choice and provides an opportunity for you to discuss and connect with the students.

Evening Event

Virtual or physical event

An evening event often creates a more relaxed and inviting environment for both the students and you. The evening events allow conversations and discussions to happen more naturally than what is possible otherwise. Normally, presentations are held, good food is eaten and a lot of mingling with the students happens. You can host evening events alone or together with other companies. Some examples of previous events held during LARM and pre-LARM are Start-up Nights, Quiz Nights and Case Nights. If you are feeling a bit more adventurous then perhaps you would like to host a beer tasting or go bowling!

Other Event

Virtual or physical event

If you have any ideas of your own own, we are always open to new and exciting types of events. When considering the type of event you want to host, please keep in mind that clear benefits for the participating students will influence our decision when planning the event schedule. If you are interested in hosting an event not specified above, don't hesitate discussing different options and ideas with the Head of events at event@larm.lintek.nu!

