

# De Studerendes Erhvervskontakt

» Facilitating contact between industry and students



promotion material 2011

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## Dear Company,

This material contains information about all DSE events in 2011. A year we hope will bring back the focus on companies need for engineering students and graduated engineers. As an organization that facilitates contact between industry and students, we have experienced a change in the companies needs due to the financial crisis. Due to a freeze in recruitment, companies have started focusing on branding themselves instead of primarily hiring new employees.

*"Being branded as a good and interesting place to work will help us greatly when we start looking for new employees."*

Lars Korsby Sørensen, MAN Diesel & Turbo

Since our establishment in 1989 we have strived to create better ways of facilitating contact between industry and students. This has led to solutions with an increasing number of participating companies and students. Year after year we collect information from students and companies in order to improve our three main products:

### DSE Messe

DSE organizes two fairs annually, one at the Technical University of Denmark (near Copenhagen) during spring and the other at Aalborg University during fall. Both fairs have a duration of two days and last year there was a total of 10,000 visitors.

### DSE Fokusaften

A Fokusaften is an evening in which your company has the unique possibility to present itself to interested engineering students. The evening is dedicated to one specific engineering area, thereby attracting the specific type of engineering students relevant for your company.

### DSE Pejling

Pejling is a reference book for engineering students with focus on companies employing engineers. It includes an abundant amount of information concerning the transition from engineering student to employed engineer. Pejling is published yearly in 10,000 copies and is available free of charge for all engineering students in Denmark.



### Why participate in a DSE event?

Participating in DSE events provide your company with the opportunity to present itself to engineering students from all over Denmark and from Lund Institute of Technology in southern Sweden. As a result, your company can establish connections with students relevant for internships, bachelor and master theses, or employment. Students also participate in DSE events for guidance concerning future career choices, educational opportunities, and to meet representatives from companies employing engineers.

### Partnerships

For several years, DSE has cooperated with Mediehuset Ingeniøren. DSE Messe Jobtræf Aalborg and Pejling are joint ventures between DSE and Ingeniøren. This cooperation provides your company additional visibility and makes your participation in DSE events known to the engineering community, as well as the students, through the magazine Ingeniøren.

DSE also collaborates with the student councils at the six engineering colleges in Denmark. This collaboration provides additional possibilities to make your company visible and known to engineering students across the entire country. To promote our events in the Øresund region we collaborate with ArmU at Lund Institute of Technology in Sweden. ArmU organizes the career fair, ARKAD. This cooperation with ArmU makes DSE and DSE events known to Swedish engineering students. As a result, when you participate in a DSE event, your company is also promoted to those Swedish students.

### About DSE

DSE is an abbreviation for De Studerendes Erhvervskontakt (Students Business Relations). We are a self-sustaining and independent organization established in 1989. DSE is run by students on a purely voluntary basis and organized into two offices, one at the Technical University of Denmark (DTU) (near Copenhagen) and the other at Aalborg University.



## DSE Fairs

DSE arranges two annual fairs, one at the Technical University of Denmark near Copenhagen and the other at Gigantium close to the University of Aalborg. This page contains general information about the fairs. Please see page 8 and 9 for information about the specific fairs.

The fairs are primarily aimed at engineering students and last year approximately 10,000 students partook in the event. The fairs give you a unique possibility to get face-to-face time with engineering students and newly graduated engineers, and thereby provide information about your company. Furthermore, it is possible to attract competent engineering students to work on projects with your company.

*"DSE arranges the job fair that absolutely has the greatest relevance and impact."  
Anders Høgstedt, Rockwool International*



### Participation fee includes

When you buy a stand at one of our fairs, the following will be included in the price:

- » A stand at the fair including electrical installations and Internet connection.
- » A one page company profile in the fair catalogue.
- » A one page advertisement in the fair catalogue (facing your company profile).
- » Morning and lunch buffet available to your representatives during the fair.
- » Beverages delivered to your stand.
- » Two tickets to an informal event Wednesday evening (the first fair day).

*"Professional arrangement and good service. A great opportunity for us to network and create awareness"*

*Teresia Unander-Scharin, Bombardier Transportation*

### Promotion of the fairs

About 6 weeks before the fairs, a corresponding fair catalogue will be distributed free of charge to all interested engineering students in Denmark. The catalogues contain information about all participating companies, tips on how to visit a fair, general information, and advertisement for PR events. Examples of PR events are job- and career conferences, concerts, beer tasting, and distribution of fair catalogues together with free food or beverages. Extensive advertisement through posters and the Internet will also be used. Furthermore, we invite interesting guest speakers, such as Dr. Haldor Topsøe and entertainer Anders Lund Madsen to speak at the fairs.



### Who participated last year?

A. P. Møller-Mærsk · Accenture · Aalborg Energie Teknik · ALECTIA · Alfa Laval i Danmark · Ambu · APC Denmark ApS · Arkil · Arla Foods amba · Atkins Danmark · ATP · ÅF · B-K Medical · Babcock & Wilcox Vølund · Banedanmark · Bombardier Transportation Denmark · BrainsBusiness - ICT North Denmark · Burmeister & Wain Energy · Burmeister & Wain Scandinavian Contractor · Capgemini · Career Campus · Career Country · Cheminova · Chr. Hansen · Chrisplant · CO-RO FOOD · COWI · CP Kelco · Danfoss · Danisco · Dansk Center for Maritim Teknologi · Danske Bank · De 98 danske kommuner · Deloitte Business Consulting · Det Norske Veritas · DIP - Danske civil- og akademiingeniørers Pensionskasse · DONG Energy · DTU Match / Vitis · E. Pihl & Søn A.S. · EKJ Rådgivende Ingeniører AS · Energinet.dk · ETI · FLSmidth · FORCE Technology · Forsvarets Personeltjeneste · FOSS · GateHouse GEA Niro · GEO · GN Store Nord · Greenland Contractors · Grontmij | Carl Bro · Grundfos · Haldor Topsøe · Hempel · IDA - Ingeniørforeningen i Danmark · Implement Consulting Group · Ingeniøren · IAK - Ingeniørernes Arbejdsløshedskasse · Jobindex · Knowledge Cube · Krüger · LEO Pharma · Lloyds Register ODS · Maconomy · MAN Diesel · McKinsey & Company · Microsoft Development Center Copenhagen · midtconsult · Moe & Brødsgaard · Motorola · Move On Communications · MT Højgaard · NCC Netcompany · NIRAS · NKT Flexibles I/S · NNE Pharmaplan · NNIT · Nokia Danmark · Nordea · Nova100 · Novo Nordisk · Novozymes · NRGi · Nykredit Koncernudvikling og -IT · Orbicon · Oticon · PA Consulting Group · PBS · Per Aarsleff · PricewaterhouseCoopers · Radiometer Medical ApS · Rambøll · Rockwool International · Schlumberger Oilfield Services · Schneider Electric Danmark · Schneider Electric IT Denmark ApS · SCION DTU · Semco Maritime · Sennheiser Communications · Siemens · Siemens Wind Power · SimCorp · Sirius IT · Skiveegnen · Statens Serum Institut · Statoil - Raffinaderiet Systematic · Technolution · Teknologisk Institut · telenor · Terma · The Boston Consulting Group · Thrane & Thrane · TOPSOE FUEL CELL · Trafikstyrelsen · Trekantområdet · Unomedical · Vattenfall · VELUX · Version2 · Vestas Wind Systems · Vifu · Vitesse Semiconductor Corporation · Welltec · Widex

## DSE Messe Lyngby 2011

- » Approximately 7,500 visitors.
- » 3,700 m<sup>2</sup> floor space.
- » Centrally located by the main building at the Technical University of Denmark (DTU).
- » The 21<sup>st</sup> fair in 2011.

Denmarks largest job and career fair is located around the main building at DTU which we divide into four areas: a large tent, the Oticon Hall, the student house (S-huset), and the hall.

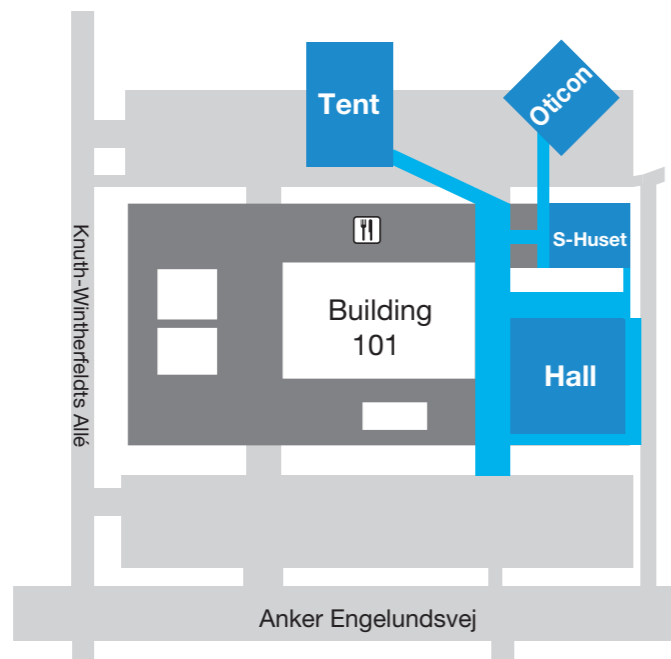
The tent has a plane floor and offers suitable temperature conditions. Unfortunately we cannot guarantee the exact same conditions in the tent as in the indoor areas. Please notice that the price for a stand is differentiated in regard to placement, e.g. corner stand (two open sides towards the walking areas) and tent stand.

### Fair dates

- » 13<sup>th</sup> and 14<sup>th</sup> of April, 2011

### Deadline for cancellation

- » 1<sup>st</sup> of December, 2010



Size of stand	Tent	Oticon or S-Huset	Hall (normal)	Hall (corner)
12 m <sup>2</sup>	18,000	21,000	23,000	N/A
16 m <sup>2</sup>	23,000	26,000	28,000	33,000
20 m <sup>2</sup>	27,000	30,000	32,000	37,000

Participation fee in DKK (excl. VAT)  
 Registration starts Monday, the 16<sup>th</sup> of August, 2010 at 9:00 AM on [www.studerende.dk](http://www.studerende.dk).  
 All rectangular fair stands will have the widest side towards the walking areas.  
 Please visit [www.studerende.dk](http://www.studerende.dk) for further information about stand placements.

## DSE Messe Jobtræf Aalborg 2011

- » Approximately 2,500 visitors.
- » 3,400 m<sup>2</sup> floor space.
- » Located in Gigantium, one single indoor area near Aalborg University.
- » The 11<sup>th</sup> fair in 2011.

The fair is located at Gigantium, which is located within walking distance from Aalborg University campus, making it a prime location for DSE Messe Jobtræf Aalborg. The rather large fair area in Gigantium ensures that all stands are well exposed to the visitors. We attempt to differentiate DSE Messe Jobtræf Aalborg from other fairs by offering a variety of services and events to our visitors during the fair. For example, we invite a guest speaker to come and give the visitors an extra experience at the fair. Former guest speakers include Peter Lund Madsen, Jens Romundstad, and Anders Lund Madsen.

### Fair dates

- » 12<sup>th</sup> and 13<sup>th</sup> of October, 2011

### Deadline for cancellation

- » 1<sup>st</sup> of June, 2011



Size of stand	Gigantium
12 m <sup>2</sup>	18,000
16 m <sup>2</sup>	23,000
20 m <sup>2</sup>	27,000

Participation fee in DKK (excl. VAT)  
 Registration starts Monday, the 16<sup>th</sup> of August, 2010 at 9:00 AM on [www.studerende.dk](http://www.studerende.dk).



## DSE Fokusaften

Fokusaften is the DSE product that provides your company the greatest freedom to choose the form of interaction with the students. Fokusaften puts your company in the spotlight through two one-hour sessions with interested engineering students. The one-hour sessions are meant to be informative to students, but how your company decides to present itself, whether it is through a company presentation, workshop, or other activities, is for your company to decide.

In comparison to the DSE Fairs, a DSE Fokusaften focuses on a few companies dealing with a specific engineering area, thereby giving students a better insight into the company and the possibilities within. This creates a stronger connection between the students and companies with the same professional interest.

### DSE Fokusaften lets your company:

- » present itself in the manner it chooses to engineering students who share a common interest in your company's business area.
- » provide interested students with focused knowledge that is relevant for them.
- » chat with students in an informal atmosphere during a standing buffet.
- » follow up on the impact your company has had at a DSE fair at either the Technical University of Denmark (DTU) or Aalborg University (AAU).



### How does a typical DSE Fokusaften proceed?

Fokusaften is held at locations on campus that are a part of students' daily life. A typical Fokusaften starts with a 1 minute introduction from each participating company for the benefit of the students. Afterwards, students and company representatives set off to allocated classrooms for the first of the one-hour sessions. Before the second session, a short break is held and students have the opportunity to replenish their energy with fruit, water, and soft drinks supplied by DSE. The second session proceeds as the first, but with a different group of students. Finally, the evening concludes with a casual standing buffet, which gives students and representatives to socialize and follow up on lingering questions and discussions.

### Facts about Fokusaften

- » A maximum of 4 companies participate per evening.
- » In 2009-2010, an average of 60 students at DTU and 90 students at AAU participated per evening.
- » The event is free of charge for all participating students.
- » A Fokusaften starts at 17:30 and lasts approximately 3 hours.
- » Fokusaften is held at locations on campus that are a part of the students' daily life.
- » Each company is given two pages in a Fokusaften catalogue, one for company information and one for a company advertisement.
- » Students are informed about Fokusaften through an extensive promotion campaign using posters, banners, events, Facebook, and the Fokusaften catalogue.
- » The previous concept of transporting students to your company is still available for Fokusaftens arranged by the DSE Aalborg office, see page 15.



### Who participated last year?

A-2 · A. P. Møller-Mærsk · Accenture · Atkins Danmark · Bain & Company Nordic · Banedanmark · Booz & Company · Cheminova · COWI · Danfoss · Danske Bank · DONG Energy · Energinet.dk · FLSmidt Glud & Marstrand · GN Store Nord · Grontmij | Carl Bro · Leif Hansen Rådgivende Ingeniører · McKinsey & Company · Moe & Brødsgaard · NCC · Netcompany · NIRAS · NNE Pharmaplan · NNIT · Oticon · Pallas Informatik · Rambøll · Schlumberger Oilfield Services · Systematic · Technolution · telenor · Telia Danmark · The Boston Consulting Group · VELUX · Welltec · Widex

## DSE Fokusaften Lyngby 2011

In October 2009:

- » An average of 60 students participated per evening.
- » 32 companies participated in 8 Fokusaften over a two week period.

Fokusaften Lyngby 2011 (September-October)	
Participation fee	15,000 DKK excl. VAT
Cancellation deadline	1 <sup>st</sup> of July 2011
Registration starts Monday, the 16 <sup>th</sup> of August, 2010 at 9:00 AM on <a href="http://www.studerende.dk">www.studerende.dk</a> .	

## DSE Fokusaften Aalborg 2011

In February 2010:

- » An average of 90 students participated per evening.
- » 14 companies participated in 4 Fokusaften over a one week period.

Due to Fokusaften being a relatively new concept in Aalborg, there is a price differentiation from Fokusaften Lyngby.

Fokusaften Aalborg 2011 (February)	
Participation fee	12,500 DKK excl. VAT
Cancellation deadline	1 <sup>st</sup> of December 2010
Registration starts Monday, the 16 <sup>th</sup> of August, 2010 at 9:00 AM on <a href="http://www.studerende.dk">www.studerende.dk</a> .	



## DSE Fokusaften Aalborg 2011 [Former Concept]

DSE Fokusaften [Former Concept] is an alternative to the new Fokusaften concept. The main difference being the surroundings in which the Fokusaften is held. The former concept takes place at your company's premises. The former concept gives your company the opportunity to present your company in the way you choose at your company's work place. DSE handles advertisement, student registration, transportation, and we meet and welcome the students before the start of the event.

### Facts about DSE Fokusaften [Former Concept]

- » The Fokusaften will on average be attended by 20 students.
- » The visit will usually take between 2-3 hours.
- » Each company is given two pages in a Fokusaften catalogue, one for company information and one for a company advertisement. Information about time and date for company visit will be added to the company information page.
- » Students are informed about Fokusaften through an extensive promotion campaign using posters, banners, events, Facebook, and the Fokusaften catalogue.

DSE will gladly arrange bus transportation. This service will be charged separately. If you are interested in registering for this product, please contact our office in Aalborg for further information regarding arrangements.

Fokusaften Aalborg 2011 [Former Concept] (February)	
Participation fee	12,500 DKK excl. VAT
Cancellation deadline	1 <sup>st</sup> of December 2010
Registration starts Monday, the 16 <sup>th</sup> of August, 2010 at 9:00 AM on <a href="http://www.studerende.dk">www.studerende.dk</a> .	



## Sponsorships

In addition to our three main products we have some minor products that can help promote your company further.

### Sponsorship at DSE Messe Lyngby 2011

The job- and career fair in Lyngby is the largest in Denmark and is often mentioned as the best of its kind by our customers. Each year we try to improve our fair by listening to the companies and students that participate. To receive the students' opinions we create a questionnaire that they can answer at the fair. In order to collect many different opinions we reward the students with a small gift. If your company is interested, it is possible for it to sponsor these gifts. As a sponsor, your logo will be branded on approximately 100 items with a value of approximately 100 DKK per unit. At the last two fairs, good quality towels and a thermos bottles were given to students who completed the questionnaires.

A sponsorship of the branded questionnaire gifts for students is 10,000 DKK excl. VAT. If your company is interested in being a sponsor, please contact our office in Lyngby.

### Sponsorship at DSE Messe Jobtræf Aalborg 2011

The fair in Aalborg is held at Gigantium, which is within walking distance of Aalborg University. However, to get even more students to walk the small distance and visit the fair, DSE creates a minimum of 3,000 scratch cards with a high probability of winning. The scratch card prizes can then be collected at the fair. Each scratch card has nine fields labeled with company logos and when a student finds three of the same company logos they win. As a result, your company logo will be exposed on every scratch card. As an added bonus, your company can request the prizes collected by the student at your stand or simply at one of DSE's information booths.

As a sponsor, your company decides the prizes, the quantity, and thereby, the total cost of the sponsorship. Some examples of previous prizes are rucksacks, pc games, flat panel TVs, and cinema gift cards. If your company is interested in being a sponsor, please contact our office in Aalborg.

## Summary

In the table below an overview of our products can be seen with the corresponding prices and deadlines for registration, cancellation, and submission of information. DSE is flexible with regards to registration deadlines and submission of information. In other words, contact DSE if you cannot meet a deadline and we will see what we can do. Registration starts Monday, the 16<sup>th</sup> of August, 2010 at 9:00 AM on [www.studerende.dk](http://www.studerende.dk).

### Fokusaften Aalborg (February 2011)

Deadlines	Registration	Cancellation	Information
	December 2010	1/12-2010	December 2010
Price			12,500 DKK excl. VAT

### DSE Messe Lyngby (April 13<sup>th</sup> & 14<sup>th</sup>, 2011)

Deadlines	Registration	Cancellation	Information
	December 2010	1/12-2010	December 2010
Price		Starting from 18,000 DKK excl. VAT. See page 8.	

### Pejling 2011/2012 (Published April 13<sup>th</sup>, 2011)

Deadlines	Registration	Cancellation	Information
	26/11-2010	26/11-2010	January 2011
Price			11,000 DKK excl. VAT

### Fokusaften Lyngby (September-October 2011)

Deadlines	Registration	Cancellation	Information
	July 2011	1/7-2011	July 2011
Price			15,000 DKK excl. VAT

### DSE Messe Jobtræf Aalborg (October 12<sup>th</sup> & 13<sup>th</sup>, 2011)

Deadlines	Registration	Cancellation	Information
	1/6-2011	1/6-2011	June 2011
Price		Starting from 18,000 DKK excl. VAT. See page 9.	

## Important Information

### Registration

Registration for DSE events in 2011 starts Monday, the 16<sup>th</sup> of August, 2010 at 9:00 AM. Registration is done via our website [www.studerende.dk](http://www.studerende.dk). Please click "For virksomheder" in the upper right hand corner where a guide to registration can be found. In case of technical problems during registration, please contact one of our offices where we will be ready to answer your call. Our contact information is located at the bottom of this page. Registration for a DSE event is on a "first come, first served" basis. A registration is completed as soon as you receive a confirmation e-mail. The additional terms of sale are available on the registration pages of our website.

### Cancellation

DSE requires all cancellations in writing. Please note that the fee for participation in a DSE event includes an administration fee of 3,000 DKK. The administration fee will not be reimbursed if participation is cancelled. If a cancellation is received after the deadline, the participation fee will not be reimbursed.

### Invoice

DSE invoices for DSE Fokusaften and DSE Messe Lyngby, whereas Mediehuset Ingeniøren invoices for DSE Messe Jobtræf Aalborg and DSE Pejling.

### Disclaimer

DSE reserves the right to change prices and products illustrated and described in this publication at any time. Although every effort is taken to ensure the accuracy of the information contained within these pages, this material may contain typographical errors and DSE is not responsible for any reliance you may place on the content. Always consult one of our offices for the most up to date information. DSE reserves the right to change these terms and conditions at any time at its sole discretion.

### Further information

For further information please visit our website, [www.studerende.dk](http://www.studerende.dk) or contact one of our offices.

### Contact information

#### Lyngby office

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#### Aalborg office

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