



d-dagen

9 OCTOBER 2025

EXHIBITOR'S GUIDE TO D-DAGEN

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How to Succeed at D-Dagen – A Guide to a Fair That's Enjoyable for Everyone

For 25 years, the Computer Science Chapter's career fair D-Dagen has helped both companies and students find each other in an increasingly competitive job market. Throughout all these years, generations of ambitious Computer Science students have worked tirelessly to make the meeting between students and companies as pleasant and valuable as possible for both parties. To build on this ambition, we proudly present the first-ever edition of the **Exhibitor's Guide to D-Dagen**.

In this guide, you'll find tips & tricks for exhibitors which help you achieve exactly what you're looking for from the fair. Make the most of it!

We would like to extend a huge thank you to the many former members of the D-Dagen Project Group and previous event staff who have volunteered selflessly year after year to offer our exhibitors a fantastic fair—one that consistently delivers excellent marketing and connections with ambitious KTH students. We're in awe of their admirable goodwill and unwavering commitment.

Without them, this fair simply wouldn't be possible! Thank you!

With all this in mind, this year's Project Group is proud to organize D-Dagen's spectacular 25th anniversary celebration! Expect more events and festivities in the lead-up to this year's fair!

We look forward to meeting you at D-Dagen on October 9th in Nymble! Best of luck at the fair!

*Regards,
Max Berglund & Mortada Nasser,
Project Managers for D-Dagen 2025*

FAQ

Who is our assigned company host?

You can find the name and contact information for your assigned company host at the bottom of your profile on our website. Alternatively, ask any staff member and they'll help you figure out who it is!

Where is lunch and breakfast served?

Breakfast and lunch is served at the restaurant Syster o Bror, just a brief walk from the fair, at Drottning Kristinas väg 24, 114 28 Stockholm.

Is there a lounge, and where is it located?

Yes—there's a cozy lounge offering coffee and snacks. You'll find it in the "Panorama" room on the first floor (ground level).

FAQ

What can we order extra on the fair day?

Subject to availability, you can place additional orders for:

Standing table	500 SEK each
Chair	250 SEK each
Lunch/breakfast ticket	500 SEK each
Drink tickets (4-pack)	320 SEK each

How do we place an extra order on the fair day?

Coordinate with the staff, who will check availability with the economy team. Then send an exact order by email to ekonomi@ddagen.se. Your order must clearly state the **price**, **what's** being ordered, and **who** is placing the order.



PRE-FAIR GUIDE

1 **Avoid Having More Than 5 Representatives at Your Booth at the Same Time**

We recommend this for several reasons. First, it reduces congestion at the fair and makes the experience more pleasant for everyone. Second, when a booth is staffed by too many representatives at once (10+), some students feel overwhelmed and choose not to approach. It's friendlier, simpler, and more natural if only a few (five or fewer) people are present. Try not to overstaff your booth!

2 **Rotate Representatives Throughout the Fair Day**

Actively engaging with new people for more than 3 hours can be exhausting. To keep energy and enthusiasm high, we suggest rotating your team regularly. For example, if you have 7 interested representatives, have 5 attend in the morning. The other 2 can arrive later when the others are on breaks or perhaps is done for the day and leaves the fair. This way, you'll always have fresh, cheerful faces at your booth!

PRE-FAIR GUIDE

3 Feel Free to Use Our Lounge

Remember to take breaks—preferably in our cozy lounge, where coffee and snacks are served! You'll find the lounge in the "Panorama" room, one floor down from the exhibition level. Ask any staff member to point you in the right direction.

4 Important Information About Our Food Policy

As part of the KTH Student Union (THS), we must follow a food policy that makes **vegetarian dishes the default**, with **meat available only upon explicit request**.

We cannot serve meat to anyone who hasn't explicitly chosen it—so anyone without a stated preference will receive a vegetarian meal. If you want meat, please select that option when you submit your dietary preferences via your profile on our website. Otherwise, we'll be forced to serve you vegetarian food.

CONTACT MEETINGS:

For Those Who Know What They Want

If you know the profiles you need and want meaningful one-on-one time, Contact Meetings are perfect for you. During the fair, you'll have the opportunity to sit in a private room with individual students to discuss what it's like to work at your company and learn more about them.

Beforehand, you can use our custom system via your exhibitor profile to select which students you want to meet based on their CVs. This ensures every interview is relevant and your time is used efficiently. Find more information at ddagen.se/kontaktsamtal

When Are Contact Meetings Recommended?

If you're actively recruiting and seeking suitable talent, Contact Meetings are an ideal tool. If your main goal is branding or general marketing, you may benefit less from them.

How Long Should Each Interview Be?

We recommend 15 minutes per interview, allowing you to meet up to eight students during your assigned two-hour slot. If you'd prefer a different duration, just let us know and we'll arrange it.

How Should Interviews Be Conducted?

The value of these interviews lies in getting to know each other on a deeper level. Focus on how your company and the student are a good match. General information about your organization can be found by students later, so keep the conversation specific and relevant.

PANEL DISCUSSIONS:


For Sharing Your Message

Throughout the fair day, we host several panel discussions on IT-relevant topics, moderated by D-Dagen. Students gain insight into what it's like to work in IT and hear engaging exchanges among a handful of company representatives.

Participation in panel discussions is free with the Premium Package. Otherwise, they can be added at **5 000 SEK** each, subject to availability.

Schedule for Panel Discussions

Gröten, Nymble

 11:00

The Future of the Fintech Industry

Nordea



NORE

Revolut



 13:00

How Well Is Society Prepared for Today's Cyber Threats?

omega
point.



BASALT
EN DEL AV OMEGAPOINT



 14:30

Design and Development in the AI Era

Atlas Copco
Group

JICE™
A BATTLEFIELD STUDIO

UBIQUITI

THE BANQUETE

The D-Dagen Banquette offers the perfect end to the fair day: delicious food, curious students, and a unique chance to experience a traditional student dinner party! This banquette has long been a favorite among students—combining networking opportunities with a fun evening all in one.

Student Dinner Party

Student dinner parties are common at universities worldwide, each with its own traditions. The D-Dagen Banquette lets you experience how the Computer Science chapter at KTH does it! Expect lots of songs and spectacle from the toastmasters, plus seating at a decorated table alongside colleagues and students. The goal is for everyone to have fun and get to know each other.

This event is also a great opportunity to continue building connections—four hours at the banquette allow for far deeper conversations than a five-minute chat at the fair.





THE BANQUETE

Drink Tickets

Drink tickets are included in your fair package if you want them and if you attend the banquette. You'll receive them to order drinks at the bar for yourselves. Many exhibitors choose to give individual tickets to students they've had meaningful conversations with—a gesture that's greatly appreciated. It encourages proactive engagement and creates a more relaxed atmosphere conducive to deeper discussions.

THE BANQUETE

If you decide to share tickets, please do so responsibly:

- ✓ Only give tickets to students with whom you've had a genuine and rewarding conversation.
- ✓ Limit distribution to one ticket per student.
- ✓ We also encourage the company representative and students to enjoy their respective drinks together.

Consider enjoying the drinks together—some hosts use the “one for you, one for me” rule, which is usually quite pleasant.

When voluntarily sharing your drink tickets with students, it may occur that a student directly or indirectly asks for a drink ticket. In this case we recommend declining, as this doesn't adhere to the previously stated guideline regarding only sharing tickets with students with whom you've had a genuine and rewarding conversation with.

Thank you for helping create a respectful and enjoyable culture around drink tickets, so everyone can have a great experience at D-Dagen!



UNDERSTANDING THE STUDENT'S PERSPECTIVE

The typical student has a lot on their plate in the middle of the fall term. The week after the D-Dagen fair kicks off yet another relentless exam period, adding even more stress. In this whirlwind, students suddenly realize from their calendar that D-Dagen is just around the corner. They also need to make time for that!

Different Levels of Preparation

Most students want a job in the future and understand the importance of strong industry contacts. They prepare by identifying what exactly they hope to gain from D-Dagen—perhaps a part-time position, a summer internship, or a thesis partner. By using their time efficiently at the fair, they avoid spending hours later sifting through hundreds of job postings to find a suitable role.

However, some students tag along more spontaneously with friends during one of the few free hours in their schedule. These students may arrive less prepared for the fair and might not even know what they're looking for, if anything at all.

UNDERSTANDING THE STUDENT'S PERSPECTIVE

Different Year Groups

The Master of Science in Computer Engineering program at KTH is a 5-year education. Students in years 1–2 are newer to the curriculum, while those in years 3–5 have built a solid foundation in computer science.

In general, year 3–5 students know exactly what they want from D-Dagen—whether it's a full-time job, part-time work, a summer position, or a thesis partnership. In the program, the students also choose their Master's specialization at the end of year 3, so most already have a specific track in mind, such as cybersecurity, software development, or machine learning.

Year 1–2 students are often still deciding on a specialization and have a longer way to go until graduation. Because of this, sometimes there are companies that deprioritize these students at the fair to focus on years 3–5 with slightly more immediate potential. However, there's a strategic advantage in engaging with students who haven't chosen a specialization yet: you can introduce them to your field and possibly inspire them to select that Master's track at the end of year 3. Then your reunion at next year's D-Dagen will flow exceptionally well!

It's also worth noting that some year 1–2 students already possess advanced computer science skills and are qualified for many industry roles. Learn to spot these high-potential newcomers and maintain contact with them!



ENJOYED D-DAGEN?

Don't Miss D-Dagen 2026 by Joining the Interest Queue Right After the Fair Day!

Right after the fair, you can join our interest queue at ddagen.se/signup!

Signing up is non-binding and simply reserves your spot for next year's fair. Early sign-ups get priority on participation and package selection (limited availability). It never hurts to register early—you can always decline later!

CONTACT

Contact us

Do not hesitate to reach out if you have any questions regarding our products or have any ideas for future events you want to arrange with our students!

BUSINESS PACKAGES:

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COMMENTS & SUGGESTIONS:

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